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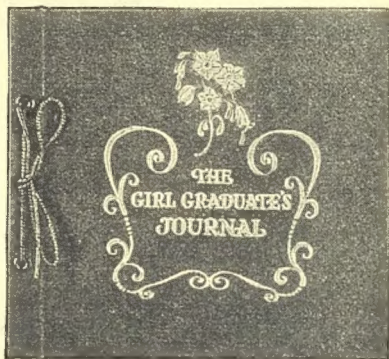
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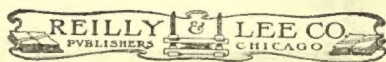
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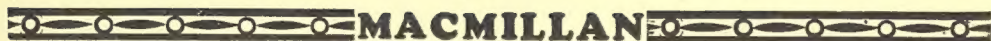
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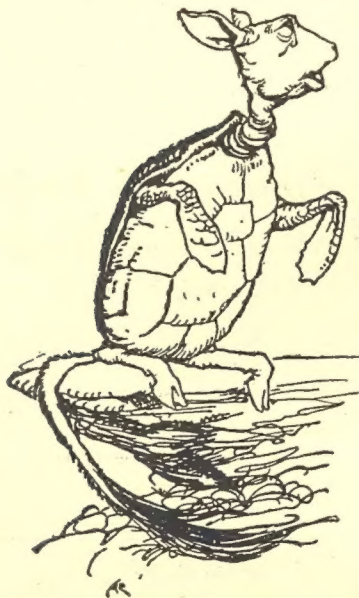
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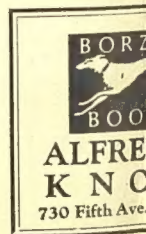
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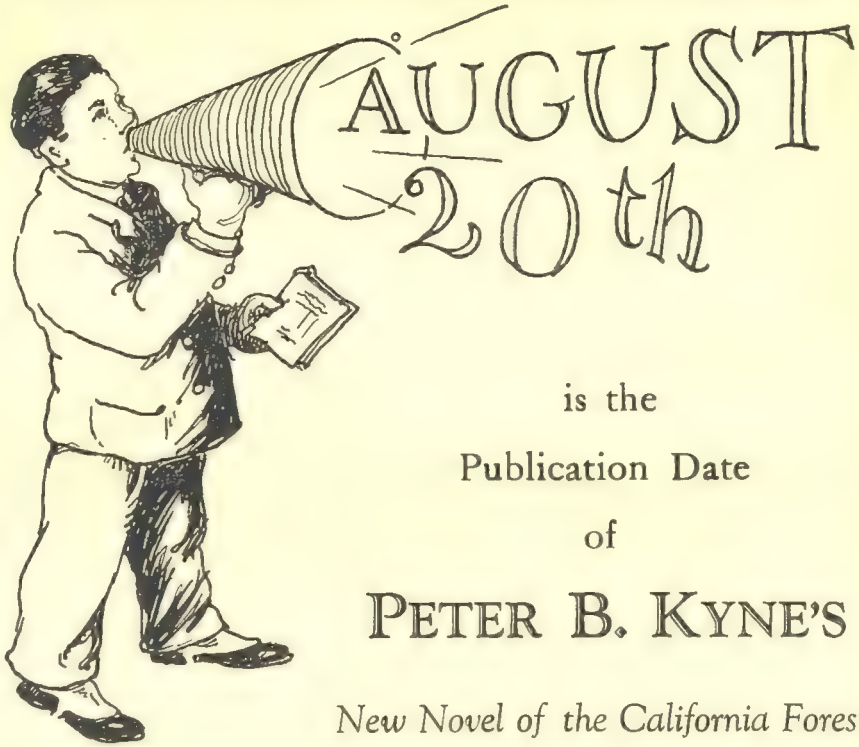
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The PUBLISHERS' WEEKLY

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NEW YORK, MAY 22, 1926

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MONDAY AFTERNOON SESSION, MAY 10

The Dissemination of Ideas

Dr. Arthur E. Bostwick

Librarian of the St. Louis Public Library

I TAKE as a compliment to my profession that a convention of booksellers should have asked a librarian to make an address at the opening session of its national meeting. The increase and spread of intelligence among us is, I believe, dependent largely on mutual appreciation and cooperation among the many groups whose aim it is to further these ends. Of all these groups I think we can agree here, without fear of contradiction, that the booksellers and the librarians yield to none in enthusiasm and ability.

If you will ask any of those who talk somewhat glibly of the modern library

movement, to define the fundamentals of that movement and to specify exactly what libraries are attempting and doing in this 20th century that they did not formerly attempt and do, I fear that you will meet a diversity of opinion. Some may tell you that library buildings are larger and more numerous; others that greater sums are available for the purchase of books; still others that the library has become a public institution. All these are facts, and yet none of them expresses the particular difference between the library of today and that of half a century ago. I venture to say that if one may put it into words it is

simply this: the modern library is attempting, and in some measure succeeding, in functioning as an instrument of popular education. The stress here is on the adjective; libraries here and everywhere—in China 2000 years ago, in the Roman empire, in medieval Europe—have been instruments of education. The education of the masses, however, is something new, and there are still persons to whom the idea is strange—even abhorrent. I am using the word education, however, in its broadest sense—the sense in which we may use the word when we say that our education begins at birth and ends only with death. So much that is merely formal and traditional has become associated with the term, that I prefer to drop it and speak of the dissemination of ideas, the title that I have selected for this address.

A very large number of groups are engaged in this occupation in various ways. We librarians and you booksellers are busy in disseminating ideas in the form of books. The editors and publishers of newspapers and magazines assemble the printed word in a slightly different form. Teachers use the spoken word in conjunction with the written; and the oral method is also employed by the clergy, by lecturers and in radio-broadcasting. Pictorial methods of conveying ideas are used by artists, by cartoonists, by photographers and most recently, with the aid of modern optical improvements, in the moving picture. In fact, those who disseminate ideas constitute a large and important part of the world's laborers.

It is evidently to the advantage of all concerned that the groups constituting this mass of workers should labor in conjunction—that there should be general agreement on the kind of ideas that should be disseminated, the best methods for disseminating them, and the part that should be played by each group in the process, avoiding omission and duplication. Obstacles to this kind of team-work are numerous, chief among them, perhaps, a failure to recognize that we are engaged in fundamentally the same task and undue stress laid by each group on the instruments and methods peculiar to its own work. Anyone who has tried to bring about cooperation between publishers and

moving picture producers, for instance, or libraries and schools, has first-hand knowledge of these difficulties, and possesses some idea of how enormously these would be multiplied in any effort to secure joint action, not between two groups alone, but among the two or three score that actually occupy the field.

I shall not attempt to solve this larger problem here but content myself with indicating its existence. You are booksellers, and I am a librarian; if I can succeed in indicating to you my interest in your section of the general task and in arousing yours in what we are trying to do, I shall have done all that the brief time at my disposal will permit. I have already indicated my belief that the general dissemination of ideas is the particular task that differentiates the library of today from that of half a century ago. And in particular I wish to call your attention to two of the methods that we have found so effective that they may be regarded as the cornerstones of modern popular library work—I refer to what we call free access and home use. The first term means that readers are allowed to go to the shelves and handle the books as freely as they would their own at home; the second means that they may take books to their homes to read. These privileges are now taken by most library patrons as matters of course; yet within the memories of many of us they were not granted in large libraries and even now they are not common outside of the United States. They are purely American instrumentalities, but without them the library as a tool of popular education would be greatly hampered.

Now it should be interesting to both of us that before either of these things were incorporated into our library system, they were common in the booktrade. I have never heard this stated, but it is obviously true. Altho I was born and brought up in an intellectual community in New England, the first public place where I ever saw large numbers of books so disposed as to be readily and conveniently handled and looked at was the bookstore of Claxton, Remsen and Haffelfinger in Philadelphia. The large bookstores were then practically the only places where the public could "browse" to any considerable extent. As

anyone may read in the earlier numbers of the *Library Journal*, most librarians of standing were at the outset seriously opposed to free access in their libraries and finally adopted it only because of insistent public demand. It may well be that this demand was due to the example of the bookstores, where the privilege had for long years been offered and enjoyed in large cities. As for the second privilege, that of home use, it goes without saying that it always attaches to actual purchase. Every customer at a bookstore must take home books to read. Moreover, the custom of renting out books for temporary use for a fee has long been prevalent in bookstores, and the commercial circulating library was familiar long before home use was allowed in large free city institutions. Even today in the minds

of some, home use is *per se* inferior to use in the library, and a circulating library is of lower status than a reference library. As a matter of fact, of course, a great deal of the most trivial reading is done in library reading rooms, and much serious study is carried on at home with the aid of books borrowed from the issue departments of these institutions. Any bookseller who sold only fiction and insisted that his history, science and travel should be read in the store would be in danger of being sent to an asylum. A public institution for free educational purposes should certainly be as liberal as one conducted for private profit, but in many cases the latter have led the way in freedom of use and sanity of administration; and it is so in this instance.

Is it possible that you are still leading? Is the public getting types of service from bookstores that it ought to get and fails to get from public libraries? I believe this to be the case. Ability to survey the field of recent book issue is what the intelligent reader wants today. He comes nearest to getting it at the large bookstores. Certainly he is very far from securing it at even the largest libraries. What is needed, as I conceive it, is a permanent book-exhibition displaying all publications issued

within a specified number of months. If the copyright division of the Library of Congress would thus display the books sent to it in accordance with the Copyright Law, we should have one such exhibition, of American publications only. We need, however, a dozen of them in various parts of the country and the publications of foreign countries should be included so far

as practicable. I believe it would be a stroke of policy for all publishers to send regularly their books as issued to form a number of such exhibitions to be held permanently in selected centers. Some might be in bookstores; some in libraries. As the books would not be for sale, libraries might be the best locations. An immense amount of shelf space would be necessary, and probably a special staff to care for the books. The publishers, the

booktrade and the libraries should unite to finance this enterprise, which I believe would give a greater impetus to the dissemination of ideas by means of print, than most of you realize. The publishing and book trades now spend large sums merely in announcing the existence of new books. I believe much of this money to be wasted: I am sure that a great deal of it intended for libraries, is wasted. A large proportion of it could be saved if any one, either for himself or in the way of his business, could by a short journey find himself in the actual presence of all recently issued books. Everyone knows that to hold a book in the hand for a few seconds gives him more information about it than could be imparted in pages of print. It would also quickly convey facts that are seldom or never given in printed announcements. For instance, I want frequently to know the size of the type in which a book is printed. To obtain this information, which I could get at a glance from the book in hand, I have usually to write a special letter, and even then the answer often contains no more lucid data than that it is in "good, clear type," which may mean anything from 6 up to 14-point. The old plan of sending books on approval, which was a substitute for what I have suggested, tho a very partial one, is falling into dis-



Dr. Arthur E.
Bostwick
Librarian of St.
Louis Public Library

use, owing to the very natural reluctance to subject examined volumes to return in shopworn condition.

Here is a case in which I believe the libraries and the booktrade might get together to the great improvement of the facilities for disseminating ideas, in which we are both interested.

Encourage Book Ownership

Some librarians have suggested that we might go so far in imitation of what the book lovers are doing as actually to sell books—thus becoming bookstores ourselves; and I believe that the experiment has been tried here and there. I believe that this is neither desirable nor necessary. We should certainly encourage the ownership of books. A public library is surely not a place to make such ownership unnecessary, but an institution to improve the quality of what is owned. The public library should be the great literary testing-laboratory of the reading public, thru which it may learn what it wants and get good advice about it. We are sending you customers daily.

I wonder whether you send customers to us as often as we do to you! I wonder whether you ever suggest to the hesitating purchaser that he visit the public library, run over the shelf-collection on Oriental history or aviation or poetry, or whatever it is he wants, and see whether he can not clarify his ideas a little! Don't be afraid of losing him. He will probably buy three books instead of one when he returns to you, and in any case, a man who is getting on better speaking terms with literature is also growing in importance as the potential buyer of books.

I will venture, altho with some trepidation, to point out some of the faults that librarians and booksellers have in common, precisely because our aims and viewpoints are so similar. As I have already intimated, we are not the only groups interested in disseminating ideas. There are the movie-producers, for instance. Shall we simply look up to them as millionaires or down on them as the purveyors of things with which we have no concern; or shall we clasp them by the hand and try to see whether we can not forward the idea in common?

I confess that when I hear anyone telling how he despises anything, whether it is the movies, or pie or poetry, I think of the Englishman who remarked to the young American girl that since he had set foot on our shore he had not met a single gentleman. The young girl looked him over and rejoined simply, "What awfully bad letters of introduction you must have brought!" Bad pie or bad poetry may be very bad indeed, but the good variety of either is another story. Let us try to improve the breed. I look forward to the day when every picture-house shall have its library and when the book of the play shall be sold in every lobby. Librarians, who used to shiver when they thought of the playgoing thousands *ipso facto* withdrawn from the ranks of readers, are now trying to keep up with the demand for literature directly fostered by these same movies. A movie man gave us fifty copies of the book on which his play was founded, last winter. I took them gladly and they were all out in a few hours. I wish he had given me 500. It was a good play and a good book. The producer, the author and the library all had good publicity; the dissemination of desirable ideas was promoted and—bear this in mind—some bookseller sold fifty copies of that book. It certainly looks as if we might all get together, not only on the low plane of business (if you consider it low; I don't) but on that of intellectual and spiritual improvement.

How Shall We Pay?

Certain critics deprecate all comparison between so-called free and commercial institutions. They shudder at what they term commercialism and lament its spread into the realm of the mind and the spirit. So far as this means that private monetary profit should not be our primary motive in all that we do, I am with them. The bookseller should not sell a bad book for the sake of swelling his income; neither should the librarian circulate one to swell his issue for the purpose of raising his salary. But if there is an implication that the bookseller's service is paid for, whereas the library's is not, that is quite misleading. I am sorry that we have been accustomed to talk about "free" libraries and

"free" schools. Nothing in this world is free. Even the air can be won only by taking the trouble to breathe, which ultimately wears us out. Everything that we enjoy is bought with the expenditure of time, thought, energy, or the money that represents them. The question is not "shall we pay?" but "how shall we pay?" In the bookstore, with its transfer of individual ownership with every book, individual payment is indicated. In the public library with no such transfer, we have come to adopt the plan of public support with mass payment thru the tax collector. There is no more necessary commercialism in one case than in the other. Your plan of individual payment has, indeed, its advantages. If you give a customer inadequate service he walks out and you lose a sale. If we do the same we appear for the moment to lose nothing, but the grievances accumulate and we shall hear from them all at once later.

Censorship

I have alluded above to bad books. A great responsibility, of course, rests on all the disseminators of ideas. Some ideas are injurious *per se*. Some are good enough but misleading thru wrong application. Movies conveying measurably true pictures of wild west holdups, automobile elopements and frantic cabaret parties are today spreading thru Europe and Asia the conviction that life in the United States is a combination of these, and these only. Not one of the groups engaged in disseminating ideas is free from infinite potentialities of harm as well as of good. We hear a great deal of foolish talk about interference with individual liberty. Much of such interference is undoubtedly foolish; some of it is positively necessary. It is a truism to say that everyone can not do as he pleases: what I please may not be what you please. We must get together and see that only those things are done which conduce to the common convenience and satisfaction. One thing is certain, if you and I, and the lecturers, teachers, movie men and all other disseminators do not ourselves adopt measures to limit freedom of offensive action, sanely and wisely, others who are prone to do it insanely and unwisely will step in and do it for us. Once

the purveyors of certain beverages had the opportunity to control their use. They failed to take advantage of it and control is now exercised in ways which I forbear to characterize further at this particular time. But what has happened may be a lesson to all of us.

We Are Idealists

Fortunately the dissemination of ideas is fundamentally a non-partisan business. Ideas are constantly clashing, and they must be allowed to fight it out. The suppression of one contending set, or the other, has never proved effective. All sides of a controverted subject must be made accessible to the public, and in most cases where the recipient of ideas is of mature judgment I believe that this is now done. In the teaching of young children, of course, it can not be. In too many cases, also, the recipient deliberately blocks off one set of ideas altogether, reading only books and newspapers on one side and listening only to advocacy of that side.

The atmosphere and the soil of our country ought to be peculiarly conducive to the growth and distribution of ideas. I believe that it is so. We Americans are idealists, despite the prevalent belief abroad that we are merely materialists. Circumstances have combined to make us rich, but we spend our riches largely on ideas. It is our pleasure to welcome you today to a city of idealists—a place where only a year or two ago we deliberately voted at the polls to expend nearly ninety millions of dollars on what is largely and essentially a scheme for increasing the beauty and convenience of our municipality. You see around you hundreds of these agencies for the multiplication of ideas about which we have been talking—bookstores, libraries, printeries, museums, theaters, movie houses, colleges, schools—all those institutions that ought to cooperate, but are doing so here no more than elsewhere, altho we see, here and there, some blundering or awkward attempts. It is not too much to say, I believe, that one of the great tasks of the immediate future is to secure this cooperation and thus to expose as many human minds as possible to the influence of fertilizing ideas. You will join me I am sure in saying, "Hasten the day!"

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

May 22, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Trade Program

THE Booksellers' Association intends to put further emphasis behind its proposal for a clearing house, and, altho the idea has only slowly aroused the enthusiasm of the booksellers, its soundness is so thoroly believed in by many of the leaders that it seems certain that, after a period of general education the plan, which has seemed so practical in other book centers, such as those on the Continent of Europe, should be made available for the American trade. One or two booksellers expressed the opinion that, if the American Booksellers' Association did nothing else in the next few years but establish this institution, it would have justified its existence and its membership fees.

The approval of the telegraph delivery plan was re-emphasized as well as continued support for price maintenance legislation. The president was authorized to establish a new committee to develop further plans for bookselling education which is believed to be a most important issue in the next few years.

With an executive office now established, the Association will have larger expenses, and it was voted to increase the membership fee by \$5.00 a year. This will still be lower than the usual fee for national trade organizations. A Code of Ethics for the booktrade, presented for consideration by the Board of Trade, was referred back to the Executive Committee for further elaboration, it being believed by the meet-

ing that still further details could be appropriately added.

The need of a standard 40 per cent discount in order to leave a margin of profit over the cost of doing business as now established in bookstores was incorporated in the resolutions.

The proposal for a more uniform practice in publishers' catalogs as used in the "Trade List Annual" was given special emphasis, and many booksellers were heard to say that this plan would save them a great deal of time and inconvenience in their year's work. An outline for such a plan has already been sent to the publishers by the National Association of Book Publishers.

The Association again condemned the use of books as premiums, and reiterated its former stand on censorship. It was suggested that the use of stained tops on books would save a great deal of money in the bookstore and that this practice be increased. It was also suggested that publishers should be urged to carry the line, "Buy from your bookstore," in all advertising, there being a more direct command in this phraseology than in the more customary "For sale at your bookstore." It was suggested that publishers might well review their ad copy and jacket announcements with the idea of judging as to whether they were appealing to the non-reader as well as to the reader in these forms of publicity.

The work of the Year Round Book Campaign was emphatically endorsed, and there was much interest shown in the attractive exhibits by which this movement was represented at the convention. Thanks were extended to all trade and general periodicals which were helping the cause of bookselling by emphasizing the bookseller's part in the extended use of books and the home ownership of books.

The work of Ellis Meyers in his first year as executive secretary was cordially approved, and the action of the officers in incorporating the American Booksellers' Association was commended. Special thanks were extended to Walter V. McKee for his constructive work in his two years in office, and this approval was still further emphasized by his election to the Honorary Fellowship and by the presentation of a handsome watch.

The Orbit of the Convention

THE American Booksellers' Association in its periods of childhood and adolescence stayed close to the New York area for its conventions, as it could be thus more fully assured of an attendance necessary to make an effective convention. The Association, however, always looked forward to the time when it could take on a more national aspect, and about ten years ago it began to move to other cities for its gatherings, a plan which has added to the prestige of the Association and strengthened its membership.

There have been eastern conventions at Boston, Philadelphia, Atlantic City and Washington and middle western conventions at Detroit, Chicago and St. Louis. The Mid-West has been especially favored in the last few years (three out of the last four conventions), much of the leadership of the Association has come from that section and the area of possible new members seemed also to be in that direction. In going to the middle west for two consecutive years, the Association put a still more severe test on the loyalty of eastern members, and it was to be expected that the attendance would show some falling off. It was pleasant, however, to find so many new faces from the different parts of the west, and the college bookstore and the religious groups especially gained headway by having this convention where it was.

The city of St. Louis rose to its responsibilities in a splendid way, and its Committees of Entertainment and Reception omitted nothing to make the delegates remember their trip. Particularly interesting was the great public meeting in Field Hall, Washington University, a feature that in its scope was new to bookselling conventions, altho there had been a precedent for it in the public meeting in Philadelphia. In this great auditorium on the outskirts of the city there were 6,000 people whose interest and enthusiasm had been developed by the St. Louis *Globe Democrat*, which had joined with the booksellers in sponsoring this meeting. Every morning for many days the paper had played up the event, and all of the eight dignitaries and authors who had been announced came to the platform on the

appointed hour, so that no one could be disappointed—Chancellor Hadley of the Washington University, Dr. Arthur E. Bostwick, librarian, and the authors, Stuart Sherman, Temple Bailey, Gilbert Frankau, Carl Sandburg, Charles J. Finger and Richard Halliburton. It would be impossible that such a notable gathering could have taken place with all its preliminary publicity and full reports without stirring the book-loving consciousness of the city and making it still more a book center. Such an effort was decidedly worth while, and, happening as it did in a city previously unvisited by the book-selling convention, the effect was still more important.

In voting that next year's convention should be in the east, the convention undoubtedly followed the general wishes of the Association, as the larger membership is still in that section, and two years in the west have made some of them strangers to the gathering. There was, for instance, but one New Englander in the attendance, not a single bookseller from Boston, none from Washington and but a small representation from Philadelphia, New York and Baltimore. The officers will make the decision as to the city, but the strongest expressions of opinion were for either New York or Atlantic City. It is a good plan to leave the final decision in the hands of the officers, as they will undoubtedly take time to look over all the pros and cons of the general situation and settle upon the place that will do the convention the most good.

Convention by Group Meetings

THE college bookstore group at St. Louis had a very significant part in the general program and a conspicuously large attendance. This group has been doing fine work for its members by the character of its discussion and helpfulness of its conferences. They even added to the convention days by taking a special trip on Friday to Columbia, Mo., to see the admirably appointed new building of the Cooperative Store of the University of Missouri. Next year should see the religious group firmly organized and the plan extended to second-hand and rare books.

Address of Welcome

Honorable Victor E. Miller

Mayor of St. Louis

ST. LOUIS is very proud and happy to have conventions meeting in the city. Most of the people who live here are proud of St. Louis and naturally when you have something you are proud of you want to show it off.

We believe here in St. Louis that it takes something more than great industries, large buildings and wonderful hotels to make a city. The things that can be constructed with money can be built anywhere. We believe in St. Louis that a great city constitutes a happy population, and this is a great home-owning city.

I know that your industry is responsible for a great deal of good; it is the books and other reading matter that are spread out thru the United States that make for a greater and better country.

I hope that your meeting will be a successful one and that the ideas and thoughts that you interchange will result in mutual benefit. And I do hope, also, that when you leave this city and go to your native heath there will always be in your minds and in the recesses of your memory a fond recollection of what I think is the miracle city of the world, St. Louis.

President's Address

Walter V. McKee

J. V. Sheehan & Co., Detroit

“TIME has come 'round” and we again find ourselves in Convention assembled. Our Convention presents us with an opportunity to review the results of the past year's work and to resolve what direction our future efforts shall take.

Last year in my opening remarks at the Convention I tried to suggest a new viewpoint, or new attitude in bookselling upon the part of both bookseller and publisher, an attitude which I again very briefly state, inasmuch as I believe it is one of the fundamentals necessary to successful bookselling; that is, a realization upon the part of both publisher and bookseller of their very intimate relationship, and a stressing of the necessity upon the part of the publisher of having a vision of what bookselling may become when he has a realization that the retail bookstore is his ultimate market, all of which means a cultivation, protection and cooperation upon the part of publishers with the retail booktrade, so that the

retail bookseller feels that he is the most important factor in book distribution. That this is becoming a more conscious attitude upon the part of publishers seems apparent when I tell you that we have had during the last year fewer cases of unfair trade practice upon the part of publishers reported to our Association, and those few which have been reported have almost without exception been amicably adjusted. We are still, however, not entirely free from direct solicitation of book business upon the part of some publishers, which is both unfair and annoying.

This idea and its amplification seemed to me so important that I said, at that time, very little about what had been accomplished during the year past or what might be done in the year that was to follow. It now seems to me quite fitting that today I review very briefly what the Association has done during the past two years and suggest its possible accomplishments in the very near future.

At the outset, I wish to express my appreciation of the cooperation of the members of this Association with its officers at all times during the two years of my administration; to the officers themselves, Mr. Korner, Mr. Remington, Mrs.

Morris, and Mr. Kidd; to the Board of Trade and its Chairman, Mr. Crowell, I am particularly desirous of expressing my appreciation of their ready adoption of my suggestions; to Miss Humble, of the National Association of Book Publishers, and to Mr. Melcher, of *Publishers' Weekly*, who have been most helpful in their willingness to assist in solving Association problems; to those members of the Association who reside in St. Louis I would like at this time to express my own personal ap-

preciation, to which the Association as a whole, I am quite certain, will want to add theirs before this Convention is over.

At the first meeting of the Board of Trade after my election in 1924, I requested that Committees be appointed to consider the following projects:

- (1) The Plan of a Clearing House.
- (2) A Plan for Telegraphic Delivery.
- (3) The Feasibility of Syndicating Book Reviews.
- (4) Book Trade Advertising.
- (5) Revision of our Code of Ethics.

These suggestions were discussed by the Board of Trade and Committees were appointed.

After a year's work, reports were made at our last Convention upon the Clearing House, the plan for Telegraphic Delivery, and the idea for the Syndication of Book Reviews. Of these three plans, the Clearing House and Telegraphic Delivery were approved by the Association and your Executive Board was given authority to put them into effect as soon as possible.

The idea of Syndicated Book Reviews was reported as not being feasible, principally because of the expense involved.

The Committee appointed to study booktrade advertising, and the Committee appointed for the revision of our Code of

Ethics were not ready to report at our last Convention, but, I am happy to say, the reports of these two Committees will be given to you today in Mr. Crowell's report of the Board of Trade.

This being also the first year under which the work of the Association has been prosecuted by a paid employee as an Executive Secretary, it seems only fitting that a detailed report upon the progress of the work of the Association during the past year on the Clearing House, the Telegraphic Delivery idea, our efforts

regarding the Capper-Kelly Bill and allied Legislation, the Postal Bill, Publicity and Membership be given to you by him. Mr. Meyers, in his report, will explain in detail the activities of his office.

During the past year, because of the need of protecting your individual interests, it became necessary, in the opinion of the Board of Trade and your Executive Committee, that the Association be incorporated.

During the past year many suggestions have originated in the Executive Secretary's office, which would be of a great deal of practical value to the Association, if worked out, but we have centered our efforts upon the inauguration of a Clearing House, inasmuch as we have felt that this was the most important work that the Association had before it. Last year at the Convention, the resolution which authorized the operation of the Clearing House also placed a limitation of at least one hundred members, using two hundred cases a week, before the Clearing House



*Walter V. McKee, the new
President of the A. B. A.*

could be started. After a year's work we are not able to report that we have as yet reached the figures stated in the resolution. This is so, entirely, I think, because all of the members of the Association do not understand exactly what the Clearing House is and may do for us, and also, because of the difficulty of explaining the details of this plan by mail. I feel quite certain that, while frankly, your Executive Committee and Executive Secretary have been disappointed in the response to our solicitation for members for the Clearing House, our discouragement has been largely dispelled by a realization that time is an element in the evolution of any plan which is as important as this one. In the future, when such a Clearing House is successfully and profitably operating for the members of this Association, the fact that it has taken, if necessary, one or two years to build up the foundation for its assured success will not be of any particular importance. Inasmuch as the operation of such a Clearing House is one very obvious means of greater efficiency in the book-trade, its eventual establishment is quite certain. Whether it be in operation this year or next depends largely upon the interest and efforts of the individual members of this Association. The details of its progress to date will be given to you in Mr. Meyers' report, and opportunities for discussion and counsel for the best means of speedily inaugurating it will be given in our Executive meeting, Thursday morning.

In addition to the Clearing House, another obvious means for a greater efficiency would be a greater interest upon the part of the Association in Bookselling Training. "Bookselling Training" is a subject which has occupied our attention in the past to the extent that, thru our cooperation, courses in bookselling have been made available to those interested, in New York, Philadelphia, and Boston. Unfortunately, this work has been confined to these three centers. The need for the establishment of similar courses in bookselling in other parts of the country is apparent and our efforts should be directed toward the possibility of their establishment. With this in mind we have tried, in arranging this program, to bring this

subject to your attention again. The possibilities of the extension of such Bookselling Training will be discussed tomorrow morning by Miss Humble and Mr. Melcher, who have given a great deal of time and thought to the ways and means by which this work may be extended. We had hoped also to have a paper by Miss Dodd, who has had a share in the institution of such a course in Bookselling Training at Simmons College. Unfortunately Miss Dodd is not able to be present.

I would like to make the following recommendations:

1. That you re-endorse the Clearing House most heartily, and by your individual interest and efforts bring about the possibility of its operation during the coming year.

2. I bespeak for your Executive Secretary greater cooperation during the coming year, so that the ideas and plans which emanate from his office may be more speedily and successfully put into operation in your behalf.

3. I recommend that the suggestions which may be advanced for an enlargement of the work in Bookselling Training, as put forth at this Convention may be adopted by you, so that some concrete results may be obtained, so that this business of ours, which we like to call a profession, may become more proficient and professional.

4. I also believe that the possibility of a book fair, or exhibit, to which the public may be invited, sponsored jointly by the National Association of Book Publishers and this Association, is worthy of careful consideration. This idea was advanced at our Convention in Chicago and was dismissed with practically no discussion. Such an exhibition, or book fair, has, I believe, far reaching possibilities in impressing upon the community at large the important place that books may occupy in the life we live, and is a means of obtaining for the booktrade a vast amount of publicity and advertising which can be obtained so effectively in no other way.

5. I also want to recommend to the Association at this time the advisability of its resolving that the dues of this Association be raised, beginning with the next fiscal year, from the present amounts, to

\$25.00 a year for Active Membership, and \$10.00 a year for Associate Membership. My understanding is, that when this Association was founded twenty-six years ago, the dues were fixed at \$5.00 a year, and, shortly after, increased to \$10.00 a year for Active Membership and \$5.00 for Associate Membership; they have stayed at these figures since that time. I do not know of any National Trade Association whose membership dues are as small as this.

The financial conduct of this Association has always been most economical and even during last year, altho our expenses increased, due to the establishment of a New York office and the hiring of an Executive Secretary, yet our Treasurer's Report shows we are within our budget.

The possibilities for the usefulness of the Executive Secretary and his office have been shown to us during the last year and these possibilities will constantly increase as time goes on. I believe that for the most effective growth of this Association we need a budget which would provide for much greater latitude in the amount to be spent in securing new members, in traveling expenses for the Executive Secretary, for membership and other purposes, and for the most effective conduct of our Association conventions. Due to the size of our present membership we have found during the last few years that the part which our own members take in the convention is most effectively arranged in our Group Conferences. The interest and value of these conferences have grown since their inception and will continue to grow. This has been shown in the development of the College Bookstore Group particularly, and the development, at this Convention, of the Religious Bookstore Group. This has emphasized the need for outside speakers who can bring information of value to the Association. In the arrangement of the program your committees are gradually finding that they are not able to offer very generously to pay the expenses of speakers who they think have messages of value, and they are handicapped in arranging the most effective programs. An enlarged budget, which this increase in the membership dues would give us, would be the difference between

niggardly economy and ample resourcefulness to carry out more constructive plans.

During the last two years as your President, I have become more and more convinced of the power of this Association to advance the interests of the booktrade and to accomplish much in increasing book sales. As I see it, this American Booksellers Association is a concerted effort on the part of those now engaged in selling books to make this distributing machinery as efficient and serviceable as is humanly possible. As, without the efforts of those who have gone before, it would be impossible for us to progress, so, with our own efforts, the future is made secure for those who come after. Let us remember that after twenty-six years of this Association work, practically all of the trade conditions, which permit of bookselling being done with some degree of profit, have been brought about by A. B. A. efforts.

Someone has said the weakness of book-selling is the impotence of the bookseller's imagination, feeling and brains in relation to his work. I think we may be open to this charge, inasmuch as it is most difficult to see things true and to see them whole. Perhaps no one of us can conceive of what this Association may become, for, at best, our vision is limited. We know, however, that what it is has been the result of the combined efforts of many individuals; this will also be true of what it may become. We do many things in life which cannot be measured, but we at least must have a conviction that our efforts are well directed and a vision, however limited, of possible accomplishment. In conclusion, perhaps, I can better express exactly what I mean by a story:

The tale is told that during the Middle Ages, a man walked along a road and saw many men engaged in a task. To one he said, "My friend, what are you doing?"

The man answered, "Why I am breaking up these stones."

To another man he said, "My friend, what are you doing?"

And the man answered, "I am working here for twenty guilders a day."

To a third man he said, "My friend, what are you doing?"

The man answered, "I am helping to build a great cathedral."

Treasurer's Report, May 1925-1926

John G. Kidd

Balance in Treasury, May, 1925 \$1,079.77

Receipts, May, 1925-1926

Certificates of Deposit Cashd		5,750.00
Interest on Deposit Cashd	116.56	
Interest on Bonds	127.50	244.06
415 Members Dues @ \$10.00	4,150.00	
232 Associate Dues @ \$5.00	1,160.00	5,310.00
From Chicago Entertainment Committee		265.73
Refund on Certificate from R.R. Co.		23.75
Overpayment received		9.00
Sales of Signs and Folders		382.06
		<hr/> 11,984.60
Less Bank Charges for Foreign Draft42
		<hr/> 11,984.18
TOTAL		\$13,063.95

Expenditures, May, 1925-1926

Stenographic Salary Account	2,350.92
Printing—Postage, Circular Letters, A.B.A. Bulletin, Fellowship Blanks, Roster, etc.	1,519.65
Officers' Expenses, including Traveling	1,104.13
Board of Trade Account	105.00
Executive Secretary's Salary	2,600.00
Incidentals	60.75
Art Work	64.45
Overpayment and Refund on Clearing House	95.17
Incorporating Expense	150.00
	<hr/> 8,050.07
Certificates of Deposit	4,250.00
May 8th, Balance Cash on Hand in Bank	763.88
TOTAL	\$13,063.95

Assets

U. S. Liberty Bonds 4¼% Par Value in Safety Deposit ..	3,000.00
Certificates of Deposit Earning 4% in Safety Deposit, Maturing November 5, 1926	2,500.00
Cash in Bank, May 8, 1926	763.88
	<hr/> \$6,263.88

Statement of Bank Balance, May 8, 1926

(A) Checks Out Not Listed on May 5 Bank Statement—		\$970.97
Check No. 404 Voucher 134	\$ 1.96	
" 405 " 135	20.58	
" 406 " 136	11.34	
" 407 " 137	91.63	
" 408 " 138	131.50	
" 409 " 139	50.00	
" 410 " 140	8.52	
" 412 Refund	1.00	
" 413 "25	
" 414 "	3.25	

Statement of Bank Balance, May 8, 1926 (Continued)

Check No. 415	Refund25	
" " 416	"70	
" " 417	"	2.55	
" " 418	"75	
" " 420	"	2.42	
" " 421	Voucher 142	5.39	332.09
				<hr/> 638.88
(B) Deposit not listed on Statement, May 5—				
Deposited May 8th				125.00
				<hr/> \$763.88
Cash Discounts taken for year 1925-1926			\$27.70	

Comparative Statement in Dues Collected, Expenses, Net Assets, Membership,
for a period of seven years

	1921-22	1922-23	1923-24	1924-25	1925-26
Dues Collected from Members	3802.50	4405.00	4910.00	5710.00	5310.00
Net Expenses not including purchase of Cert. of Deposit	3923.59	2684.00	4596.38	4105.85	8050.07
Net Assets end of each fiscal year including Bonds and Certificates of Deposit	3063.56	5036.62	5696.57	8089.77	6263.88
Amount Cash received for folders, signs, etc.					382.06
Amount charged off71	
Amount refunded				11.17	11.88
				<hr/>	<hr/> 370.18
Amount purchases made				380.13	
Still owing				9.95	370.18
				<hr/>	<hr/>
	1922	1923	1924	1925	1926
Membership each fiscal year	437	554	720	745	818

With the dues that we will probably get within the next six weeks, I think that our resources will be almost back to the level of last year, altho we have spent practically double what we have in previous years. I don't know whether it is in keeping that I should say anything at this time about the increase in dues, but I believe our President, Mr. McKee, has most forcibly and clearly put to you the matter of an increase.

I think, having handled this treasury for about six years, the very least the Association can do is to support it properly. We hear from different members asking us to do things but they don't realize how very, very limited our resources are as compared to the number of things they expect us to do. If we are to accomplish anything we must have money to do it.

For next year, with the increased program, we certainly will have to increase the money that is to be spent and the dues are certainly the logical thing to increase, increase the dues to \$25. It is certainly worth that and I don't believe that anybody can raise any objection to paying a little bit more and getting a great deal more.

PRESIDENT MCKEE: Inasmuch as we are not quite certain as to whether Mr. Kidd took this trip abroad on the money that he got in or didn't get in, I think that a motion that his report be referred to the Auditing Committee is in order.

PRESIDENT MCKEE: We are now to receive the Executive Secretary's report by the Executive Secretary himself, Mr. Ellis W. Meyers.

Report of Executive Secretary

Ellis W. Meyers

THERE would be little use of my telling you what has been done in your executive offices during the last twelve months unless I were able to draw some conclusions so that you may judge the value of that work and, knowing what our goal ought to be, lay plans for the coming year in accordance with our desires. Of course, it is necessary when planning, to take into consideration the physical limits to which we can go. But granted that we are not a million dollar organization employing a large staff, it is within the range of probability that as we have done a large amount of work we can accomplish a great deal more during the next three hundred and sixty-five days. On May 21st of last year, I opened in room 344 Metropolitan Tower, New York, the first executive office that this Association has had. I had just returned from the convention at the Drake. I felt pretty good. We had had what I considered, and in this I had the agreement of others, a very successful convention. There is no doubt about our having had a good time. But I was a great deal more interested in the results of the business and particularly, the executive sessions.

The convention had voted without one dissenting vote for two major plans and a number of minor plans and it looked as tho I were going to have all that I could



Ellis W. Meyers

handle, and that there would be a lot of work, pleasant and productive work, to be done. We set out to remind those who had attended the convention what had been accomplished and to call it to the attention of the stay-at-homes. We sent out the June *Bulletin* about the middle of that month. It contained among other things a complete list of the resolutions passed and a thorough study of the Telegraphic Delivery and Clearing House Plans. It contained other things and in every page there

was a request for definite answers from the members of this Association. On the last page, I devoted a paragraph to summarizing the contents and asking for replies. I realize, as does your Executive Committee, that the office was new to you and that you had not had a chance to get into the habit of thinking of it as part of your own organization. It is, therefore, more than probable that the absence of replies to that bulletin was caused by your not feeling very well acquainted with your Executive Secretary, altho I cannot account for the one definite reply that I received.

Time, however, effects a change in almost everything and after awhile our members began to use their New York Office and, particularly during the last six months, there has been an increasing amount of correspondence. We have had

requests for advice on the writing of advertising, the amount to be spent on advertising, the sort of advertising to do—news-papers or mail or catalog—the using of the Clearing House, the furnishing and laying out of the store, the furnishing of bibliographies, the locating of out of print and second hand books, the locating of books published abroad, foreign publishers, places at which to buy book plates, and special library bindings.

For Sale at Your Bookseller's

This mass of correspondence, particularly from those who are connected with the booktrade, publishers and booksellers, did not come in answer to letters. It originated for the most part with the other fellow and is due to a large extent to the program which we attempted from New York and which included the gaining of publicity for the Association as an organized body in the trade. Immediately upon my return from the convention last year, I arranged with Mr. Melcher for the use of a page in the *Publishers' Weekly*. Thru it we have been able not only to keep our members informed of our activities, but to call attention to ourselves, so that a great many non-members might know of our existence and our work. This campaign has also been carried on thru the Baker & Taylor *Retail Bookseller*, the American News *Trade Journal*, the Grosset & Dunlap *Bulletin*, *Year Round Book-selling News*, and the *Gift and Art Shop*, in which last periodical I have been editing a monthly column. In addition there has been an opportunity to explain ourselves and our ideals in the pages of the *Atlantic Monthly Bookshelf* which is also distributed to the trade.

Last June we sent a booklet called "Of Interest to Publishers" to every publishing house in the country. It contained copies of resolutions passed at the last convention. We have received a letter from practically every one of them offering support and co-operation. We have received definite help from a great many of them and there are many more who, once they understood our stand and policy, fell into line. I have tried to show why books must be "For sale at the booksellers." I have endeavored to point out the fact that every time a pub-

lisher sends a patron into the bookstore for a definite book, that bookseller is given an opportunity to create a plus sale and to make a friend of that customer so that that customer will have a personal interest in the shop and a personal interest in that shop's correspondence and advertising, something that he cannot feel toward a publisher who has made a bid and has been successful in getting direct business. This point has been made time and again in the *Publishers' Weekly*. It has been used in the *Publishers' Weekly Junior*, a four-page pamphlet that goes to all publishers' advertising departments, and I had the extreme pleasure of addressing the Publishers' Ad Club on January 21st of this year, on the subject of "Book Advertising From the Bookseller's Viewpoint." There has been a marked improvement in the use of the slogan "For sale at your bookseller's." Last fall about fifty per cent of the space devoted to advertisements running in the *Times*, *Herald Tribune* and *Saturday Review of Literature*, contained copy that was phrased to send the readers to the bookstores. Since the first of this year, copy so phrased has run to between sixty and seventy-five per cent. It is my belief that we have showed the unwisdom of publishers competing with booksellers to several who heretofore believed that it was their right to do so. I do not mean to convey the impression that we have wiped this out entirely.

Legislative Matters

There are, of course, other evils in the trade, not the least of which is the matter of some publishers granting discounts to ultimate consumers. Against this we have made some little progress as we have against book premiums offered by magazines and the cutting of prices by outlets that must be classed as retail outlets.

The American Fair Trade League is sponsoring a bill presented to both the House and the Senate as the Capper-Kelly bill "A bill for clarifying the law by legalizing the standardization of prices." This bill would give the manufacturer or jobber the right to make contracts with the retail outlet so that that outlet would agree to maintain the price on the various articles. Such a contract is at the present time illegal

because of the fact that it is an agreement between two parties to maintain a selling price and is, therefore, a combination formed in restraint of trade. On April 22nd and 23rd of this year, the House Committee on Interstate and Foreign Commerce, to whom this bill was referred, held hearings so that the proponents and opponents of this measure might be allowed to state their case. Alfred Hartog, General Manager of the Columbia University Press and Bookstore, was appointed as this Association's representative by the Board of Trade, our President Mr. McKee approving for the Executive Committee. He and I spent two days in the House Committee room accompanied by Simon Nye and Congressman Dave O'Connell. Congressman Kelly and the American Fair Trade League presented the case for the proponents and called upon representatives of many trades as witnesses. We filed a somewhat lengthy brief stating our position and offered letters from bookmen and women in different parts of the country as testimony. The opposition was represented by the head of the National Retail Dry Goods Association and Percy Straus of R. H. Macy and Company, along with a number of other witnesses. There is no way of knowing at the present time whether this bill will be reported out of committee. I am afraid that we cannot allow ourselves to become too optimistic about its possible success.

Incorporation of the A. B. A.

I received a wire from Congressman O'Connell last night saying that the Committee was at present hearing both sides of the coal question and wouldn't be able to get back to this resale price legislation during this term.

On the advice of the Board of Trade, the Executive Committee instructed me to incorporate the Association so that no individual member might be liable for the acts of our organization or its paid employee.

Mr. O'Callaghan drew the papers and on March 26th the officers of the Association became the officers of the Corporation in exactly the same positions as they hold at the present time.

We have, wherever possible, cooperated with the Publishers' Association thru its

Executive Secretary, Miss Humble, and Mr. Hiltman. The *Year Round Book-selling News* has carried several paragraphs regarding our work and we in turn have broadcast information originating with the publishers thru our page in the *Publishers' Weekly* and thru our bulletin.

We have gained 64 members during the past year, but we have lost 53. We now have 818 members and we also have a membership chairman in about fifteen states. These chairmen will work in co-operation with our President and me.

Telegraphic Delivery Plan

On October 1, 1925, the Telegraphic Delivery Plan went into operation. The Western Union Telegraph Company distributed in telegrams delivered in all cities about 350,000 dodgers advertising books as gifts and the Association's bookstores. Publishers featured the service in their advertisements. All in all, we received a large amount of publicity—88,000 dodgers many of them bearing the imprint of the booksellers were distributed in the mail and in packages by over 100 members of the Association. I would say that about twenty booksellers have actually used the service and I have heard of neither customer nor bookseller at either end who has had a complaint, and of no time that the book ordered was not in stock. Granted we have not had a great number of orders in this way from the amount of publicity we received. It must be remembered tho, that all of our publicity was phrased in the manner to sell the idea of giving books as presents and it must be remembered, too, that any business attracted to the bookshop by this plan might very well have been brought in so early that the bookseller has had opportunity to suggest a parcels post delivery from his store rather than thru another bookseller at a distant point.

It is probably known to all of you that the Western Union Telegraph Company has a money transfer shopping service thru which it is possible to have almost anything delivered in a distant city. The sender of the message pays for the cost of a money transfer and the wire. The message is sent from the Western Union office in the sender's city to the telegraph office

in the distant city. The manager of that office purchases the article and has it sent direct from the store to the addressee. Personal messages may be included by the sender at the usual telegraph rates. The Western Union is going to push the giving of books in this way and thru this system the bookseller at the distant point will be paid the full amount by the Western Union manager and there will, therefore, be no necessity of dividing the profits. The Telegraph Company has printed a window card which will be displayed in its office windows and, by the way, those offices are usually located at strategic points and their window space is very valuable for advertising. This card advertises the giving of books as presents and the American Booksellers' Association. As a further promotional step the Western Union Telegraph Company is displaying a letter commenting on its service and at the same time mentioning our service and advertising the Association and its bookstores. That letter is being displayed in their 26,000 offices on the counters at which people write the messages. The Telegraphic Delivery Plan needs no further pushing but it does need a complete understanding by every member and perhaps a dodger distribution from every member's bookstore from time to time. It is a service that we have established to give to customers who may be pressed for time. It has cost us very little to establish it and will cost us nothing to keep it going.

The *Publishers' Weekly* which is now being handed you contains a comprehensive study of the Telegraphic Delivery and Clearing House Plans. It is to your advantage to know the first so that you may use it and so that you may benefit by the publicity attendant to it, and it is extremely important for you to know the second. Thru the Clearing House, which because of what is apparently an incomplete knowledge of the subject we have not been able to start to date, every bookseller is not only able to save money but he will gain time as well. Read that *Publishers' Weekly* that you now have in your hand between now and our executive session on Thursday so that you will really have a knowledge of this subject and so that you will be able to vote intelligently for the con-

tinuance of our campaign to establish this Center, because the Center must be established and it will be established. It is just as inevitable as tomorrow. We are only borrowing from France and Germany where this sort of work has been successfully carried on for a number of years and there is no reason why we should not be as up-to-date here as they are there. We have put in a good deal of time and have worked quite hard on this plan and your executive committee, your Board of Trade, the Clearing House Committee and I, personally, am becoming more and more convinced that this plan will be of inestimable value to the individual bookstore.

In accordance with our plans for national publicity for our members, the first of which was the Telegraphic Delivery Plan, we have lately made arrangements with the *Saturday Review of Literature* to run an American Booksellers' Association column. This column appears under our emblem and is phrased to bring home the idea "For sale at the bookstores" and to get the public not only to patronize the bookstores themselves but to introduce their friends to the booksellers.

The A. B. A. Emblem

None of this work will be of value nor will it be productive unless every member cooperates. Last fall, we adopted a new emblem in accordance with the resolution passed at the last convention. It is to our mind dignified and it tells the story, showing the bookshelf, with the book backs and the book opened. That emblem should be displayed in every store thru the country, should be on every letterhead and bill-head so that the public may know that each bookseller is a member of this organization and so that it will learn in time thru our national publicity and thru the local publicity what each member ought to give our organization, that we have ideals and that we are living up to those ideals. 150 booksellers are now taking advantage of this. We have sold 125 electros and 200 decalcomanie signs.

If we may hope to accomplish anything, it will be necessary for every one of our members to put his shoulder to the wheel and to work with us. There are several plans which we have under way for the

coming year. The first which consists of an advisory service is probably the most important and will be the most helpful.

The Advisory Service

We have outlined a practical plan of campaign. An advisory board will be appointed to help me with it. That board will consist of such booksellers as Mr. Margolies of Brentano's, Mr. Crowell of Doubleday, Page, Mr. Tobey who writes the Brentano bookstore advertising, Mr. Magel of the Syndicate Trading Company, Mr. John Macrae Jr. who does the Dutton bookstore advertising and window trimming, and several other booksellers who are known to be expert in their various lines. The committee which will consist of ten people will be in a position to advise on buying, selling, advertising and accountancy. The committee will meet once a month and will plan a campaign such as we would plan if we were all operating one bookstore. We will maintain close contact with the publishers and will be in a position to know what books are to be released the following month. We will be able to advise on the taking of advance orders, the writing of advertising, the type of advertising to use and the decorating of windows; and we will submit samples of letters, of window cards, of newspaper advertisements. This material will be mimeographed and sent to the bookstores each month. Everything we send out will be so constructed that it will be available for use in the small bookstore as well as in the large bookstore. In addition to this, we will from time to time submit plans for seasonal campaigns and for special campaigns, advice on how to use remainders during the spring sales, for instance. We hope thru this committee to be able to give our members tangible help in the running of their bookstores.

I believe, too, that it will be possible to send out a sort of a mail course in book-selling training which you can subscribe to for the individual clerks in your bookstore.

This year we will begin a reviewing syndicate. There are many towns in which the newspapers do not carry book reviews altho the editors would gladly use any material that might be provided. I have

been told by a number of booksellers that they haven't the time to sit down and prepare such copy. We can do it in New York and syndicate the reviews to the booksellers who will supply the material to the newspapers in their towns. If we could get one hundred booksellers to accept this service, we could send out a weekly column at a charge of about ten dollars a year to each. The *Saturday Review of Literature* will allow us to use one of the reviews printed in that periodical in each of these weekly columns. (We will, of course, mention the fact that that review is being printed thru the courtesy of the *Saturday Review*.)

There has been a considerable interest taken by the booksellers in direct-by-mail selling. During the coming year it is our hope that we may be able to establish in the New York office a direct mail department from which it will be possible for the bookseller to send letters to his mailing list without his having to take care of the great amount of detail work so necessary to this sort of advertising. Our plans have already been made and we are only waiting for the right time to present them to the trade. That right time will come when we know that the majority of our bookshop members are giving complete attention to the matters which are presented to them from their executive office.

The Year Ahead

These and many other things we can do for the members of our Association. Opportunities occur almost daily and with our members' cooperation with their executive office, we could broadcast such information to the trade, line up the booksellers interested, form our plan of campaign and go ahead. This coming year we are, of course, planning to send out our monthly business advice and with it we will include the material that is usually sent out in the bulletin. You should feel that the New York office is a part of your own bookshop organization and that the work done there is done to help you in your individual shop and that when you contribute ideas you are helping establish your New York department, you are helping other booksellers and you must feel that they too, are contributing ideas and are helping you.

Report of the Board of Trade

Cedric R. Crowell

Doubleday, Page & Co.

THE Board of Trade respectfully submits the following report of its activities during the year just concluded. In addition to the report of its activities in behalf of the Association it has included in the report some specific recommendations.

I

At the suggestion of the Board of Trade, the Executive Committee sometime in February authorized Messrs. Magel and Crowell of the Board of Trade and Ellis W. Meyers, executive secretary, to incorporate the American Booksellers' Association under the laws of the State of New York. This committee proceeded to take the necessary steps. We are now a corporation with more limited individual liability than we had unincorporated, and so far as we can learn, an unchartered association.

II

Unquestionably the subject in which most of you are interested centers about the activities of price cutters wherever they may be functioning with perhaps a special interest in the situation in the East. This subject has engaged not only the Board's earnest study but also such remedial effort as is consistent with the laws of the country as interpreted by the Supreme Court of the United States. The results of this effort are temporarily encouraging only because the situation is slightly easier now than it was last fall. In the opinion of the Board the most encouraging signs pointing to the possible elimination of this menace to fair trade are:

(a) The Kelly Bill, HR 11, authorizing maintenance of retail prices on trade-marked merchandise, introduced in the House of Representatives of the present Congress on December 7, 1925, by Mr. Kelly.

(b) The Capper Bill, S 1448, authorizing maintenance of retail prices on trade-marked merchandise, introduced in the Senate of the present Congress on December 14, 1925, by Mr. Capper.



Cedric R. Crowell

*General Manager, Doubleday, Page
Book Shops Co.*

(c) The favorable result of the recent referendum conducted by the Chamber of Commerce of the U. S. A. on Resale Price Legislation as embodied in the Capper-Kelly bills.

The Capper-Kelly bills as originally drawn do not specifically include copyrighted merchandise, i. e., books, but the National Association of Book Publishers has received the assurance of the sponsors of the bills that they will be glad to have the bills so amended that they will include copyrighted as well as trade-marked merchandise.

At a public hearing on these bills held in Washington, April 22nd, the Board was represented by Alfred Hartog and Ellis W. Meyers.

The final disposition of the bills above mentioned cannot, of course, be foreseen and there is some doubt among the members of the Board whether the bills will pass; but there is reason for encouragement.

We recommend that the American Booksellers' Association in convention telegraph to Congressman Clyde Kelly and Senator Arthur Capper our appreciation of their efforts to secure passage of the above-mentioned bills and urge them so to amend these that they will include copyrighted as well as trade-marked merchandise.

III

The committee of the Board of Trade on Clearance House and the executive secretary, Mr. Meyers, have succeeded in enlisting the support of many members of the American Booksellers' Association in accordance with the terms under which the 1925 convention authorized the Executive Committee to proceed with the plan. The necessary guarantees have not yet been received with the result that the scheme has not been put into effect.

A survey has been made by the committee of the needs of New York City booksellers and with their cooperation, together with the additional agreements which will be effected at the convention it should soon be possible to organize this important department of the Association's work, which the Board of Trade enthusiastically endorses.

IV

A revision of the Code of Ethics was presented by a committee of the Board of Trade at the 1925 convention. The Resolutions Committee, however, felt that the report was unsatisfactory and, without referring it to the convention, returned it to the Board of Trade for revision. The Code of Ethics Committee of the Board under the chairmanship of Frederick Lacey of Putnam's, New York, materially aided among others by Frederic Melcher, has prepared a new revised Code of Ethics which we present to you with confidence

that it will meet with your hearty endorsement. At the conclusion of this general report, I shall, with your permission, read the proposed Code of Ethics so that you may have it under consideration before the Executive Session of the Convention.

V

The Committee on Advertising and Publicity of the Board of Trade has made to the Board an interesting preliminary report. This committee in the immediate future will communicate to the members of the Association recommendations on the subject of advertising and publicity.

VI

The Board of Trade again calls to the attention of publishers the constantly increasing costs of doing a retail business, particularly the very high rentals now in demand for good retail locations. Retention of book outlets in such locations and the development of additional outlets by prospective booksellers in such locations is dependent on the margin of gross profit on the books sold. The Board, therefore, heartily endorses Resolution No. 15 of the 1925 Resolutions Committee, presented and adopted at the last Convention which reads as follows:

WHEREAS, to provide for the present high cost of retail distribution; and to provide for the proper conduct of a retail book business with adequate stock and suitable service, as well as proper promotion; and to provide for the losses due to slow turnover and rapid depreciation that are inherent in the business; and to provide a reasonable net profit to the bookseller, a larger gross margin is required than is at present provided; therefore it is RESOLVED, that this Association again urges upon all publishers the necessity for granting a uniform flat discount of 40% on all travelers' and stock orders, and a minimum discount of 36% on all pickup orders, and that it urges all booksellers to extend the fullest possible cooperation to those publishers who allow such discount to the trade.

VII

The Board again endorses the work of the Year Round Bookselling Committee of the National Association of Book Publishers and urges an even more active cooperation by all booksellers in carrying out its program to stimulate book reading and book ownership.

VIII

The Board endorses the continued effort in various centers more systematically to train present and prospective booksellers in the technique of bookselling, and urges established booksellers to cooperate with such agencies wherever possible by giving employment to personnel so trained. We also urge each bookseller to institute in his own store such systematic instruction as will increase the service of the bookshop to the community which it serves.

Our Association has in preparation an extension course in retail bookselling which when completed should be used by all of our members to equip us more adequately and our personnel for the increasing opportunities and obligations of bookselling. The Board of Trade commends this plan and urges on the committee under whose auspices the course is to be prepared the necessity for prompt action and comprehensive treatment.

IX

The Board has watched with increasing interest and enthusiasm the work of Ellis W. Meyers, the Executive Secretary of the American Booksellers' Association. His efforts seem to us well directed to accomplish much good for the Association. We bespeak for him and yourselves your more active response to his requests for cooperation. He can be only as valuable to us as we make his office a clearing house for our suggestions and criticism, and as we support him with necessary cooperation.

X

The Board would like to go on record again as opposed to federal, state or municipal censorship of books. We are, however, emphatically opposed to the publication of salacious books, and we urge upon our membership the exclusion of such books from their shops.

XI

The Board endorses the excellent suggestion of Vernor M. Schenck with reference to uniform catalog practice on the part of the publishers. This would greatly facilitate reference work by booksellers and would result in increased book sales by making more easily available necessary selling information. A Committee of the National Association of Book Publishers has already formulated some suggestions

for a more uniform practice. We request all publishers to conform to this uniform catalog practice, or to such further revision as may be proposed from time to time.

XII

One of the practical problems of retail bookselling is the rapid depreciation of stock due to soilage. This is particularly noticeable in the case of stock items of slow but regular turnover. A partial solution of this problem has been effected by those publishers who are staining the tops of their books. It is the opinion of the Board of Trade that many of our members would find it profitable to carry a more comprehensive stock if the books were so manufactured that soilage would be reduced to a minimum.

We also believe that the ultimate consumer will buy more books if they are so manufactured that soilage in his personal library due to dust accumulation is reduced to a minimum.

We therefore request all publishers to study the feasibility of staining the tops of their publications. Increased sales for booksellers and publishers will be the result.

XIII

The Board of Trade has called to the attention of the officers of the American Library Association the following resolution of our 1925 Convention:

WHEREAS, it is the common knowledge of booksellers that library business cannot be profitably handled at the rates now being currently quoted, and

WHEREAS, cut-throat competition for quantity orders has brought about great confusion in the trade and recriminations between publishers, jobbers and booksellers; therefore be it

RESOLVED, that booksellers be urged to re-survey their costs of handling library business and to put quotations on the basis of service competition with a profit for the work performed; and that publishers and jobbers be strongly urged to take a sounder view of the whole problem in order that the channels of distribution may function more rationally thru the retail bookseller.

Our letter to the Association which we had hoped would be referred to its Annual Convention in 1925 was referred to its Book Buying Committee with whom the speaker has been in conference. We regret to report, however, that the Committee of the American Library Associa-

tion states that it can do little more than it has already done in this matter.

This report is submitted for your careful consideration and particularly for your discussion between now and the Executive Session of the Convention when many of the items will be brought up for discussion. Any member of the Board of Trade or the Resolutions Committee will, I am sure, be glad to discuss with you any of our suggestions or recommendations.

This concludes the general report of the Board of Trade of the American Booksellers' Association. With your permission, Mr. President, I should like at this time to read the proposed Code of Ethics for the American Book Trade referred to in our general report, or if you prefer, the Board of Trade is quite willing to refer the proposed Code of Ethics to the Resolutions Committee for such action as it deems advisable.

[Mr. Crowell asked whether he should read the proposed code of ethics which was published in the *Publishers' Weekly* of

May 8th, copies of which were in the hands of the members.]

PRESIDENT MCKEE: Would you like to have it read now or would you like to read it in the *Publishers' Weekly*?

WARD MACAULEY: I move that it be read in the *Publishers' Weekly*.

FREDERIC MELCHER: I move that the report be referred to the Resolutions Committee. [Carried.]

PRESIDENT MCKEE: In thanking Miss Humble in my report for her cooperation in those affairs of the Association in which I asked her assistance during the last two years, I was also including my thanks for her kindness in agreeing to come here today as a representative of the National Association of Book Publishers to tell us something about their work on trade promotion and legislative work. In the various reports which we have had from our own members, there have been many allusions to legislative work. I only hope that we haven't stolen all of Miss Humble's thunder. Miss Humble.

Legislative and Promotion Work

Marion Humble

Executive Secretary, National Association of Book Publishers

A SUCCESSFUL bookseller recently remarked to me that he believed practically every bookstore in the country could increase sales at least 50 per cent without increasing overhead expenses more than 10 per cent.

A wider distribution of books is the aim of all booksellers and publishers. More people coming into the bookstore, more books moving out of the bookstore are what we are all working for. We might express our purpose in three words—BOOKS IN MOTION—which would mean not only greater sales, but also deeper consciousness of what books might mean in the educational, civic, and social life of a community. Neither publishers nor booksellers want "overstock" nor "plugs" nor "remainders"; we do not want books on shelves or on tables in the bookstores or in publishers'

warehouses; we want to see BOOKS IN MOTION.

The National Association of Book Publishers is trying to help booksellers achieve this ideal. First, in its legislative work: During the past year, one of our most important pieces of work has been our fight for lower postal rates on books. Beginning in the summer of 1925, we have kept before the Joint Congressional Committee on Lower Postal Rates our argument that books should be given a separate classification and a lower rate similar to that granted to second-class matter—magazines—independent of the zone system. On April 15th, a special hearing in Washington was granted to our Committee on Legislation of which Mr. Hiltman is chairman, and to our counsel, and we believe that our claims are being carefully consid-

ered. We have obtained the support of national and state educational organizations and individuals whose letters have greatly supplemented our cause. No one thing would be of greater advantage to the trade or do more to *keep books in motion* than the success of this effort, which would mean increased sales from the bookstore.

In copyright, the Association is working for the passage of the Authors' League bill introduced by Representative Vestal, the first copyright bill ever introduced in this country which has the full support of authors, publishers and the printing trades—a bill whose passage would admit the United States into the International Copyright Union and would benefit book distribution in this country and give American authors protection abroad. Constant

work on this bill has been done by Major Putnam, chairman of the Association Bureau of Copyright, and Mr. Melcher, with our counsel and with the Authors' League.

This bill, if passed, will protect booksellers from unauthorized importation of English books of which American publishers hold the American copyright.

The Association helped kill a pernicious censorship bill introduced for the fourth year in the New York State Legislature at Albany, thru work of our counsel with the Ethical Problems Committee, of which Arthur H. Scribner is chairman. If this bill had passed, other states would undoubtedly have used it as a model and it would have been detrimental to book distribution.

In the promotion work started in 1920 by the Book Publishers' Association 2,800

booksellers are now cooperating. Twenty-eight per cent of these dealers, 800 dealers, ordered sales promotion material, wrote for special advice, etc., during the past year. Posters by Edward A. Wilson, Jon Brubaker, Maud and Miska Petersham and Herb Roth have added to the attrac-

tiveness of store displays and been reproduced in hundreds of newspapers and magazines. Jon Brubaker's poster, "After All There Is Nothing Like a Good Book," has just been awarded the gold medal for the best poster in the exhibit of advertising art at the Art Center, New York, a conspicuous honor, and in the same exhibit was awarded the Barron Collier medal for poster art.

Our publicity material is being used more and more widely. 700,080 pieces of material were sent to book-

sellers, librarians and schools during 1925. 50,000 cards prepared to help dealers build mailing lists were sold. 75,000 copies of the leaflet "A Man and His Reading" by Harry Emerson Fosdick were sold.

475 bookstores took part in the travel book displays which we arranged with the Trans-Atlantic Passenger Conferences and the banks' Save-To-Travel Association.

Among *new contacts* made are the following: Many radio broadcasting stations which have added *books as news* to their programs, at our suggestion. More than 1500 schools have replied to a letter recently sent to the 6,000 schools, 27 per cent return on the Children's Book Week mailing list. This is a great help in *building a market for bookstores*, in year-round promotion of children's books. Prizes were offered by our Association to



Marion Humble

the General Federation of Women's Clubs for best newspaper stories on Children's Book Week and will be awarded on May 29th at the Biennial Convention at Atlantic City.

Church associations have been urged to cooperate with local bookstores, and a number have arranged for book exhibits.

At least three notable new book departments in magazines are helping enlarge the book market: *Good Housekeeping*, *McCall's*, *The Independent Woman*—the official paper of the Business and Professional Women's Federation, now preparing a list, "The Business Woman's Bookshelf." All these contacts and others, being made nationally by our Association, are helping increase the market for books, by sending buyers into the bookstores.

Bookselling Education

Much progress has been made during the past year in bookselling education under our committee of which B. W. Huebsch was chairman. The College of the City of New York, in cooperation with our Association, the Booksellers' League of New York and the Woman's National Book Association, gave a course in retail bookselling during the fall term. The course was conducted by B. W. Huebsch and Frederic G. Melcher and among the lecturers were Temple Scott, Cedric R. Crowell, J. A. Margolies of Brentano's, Whitney Darrow of Charles Scribner's Sons and Ernest Eisele of Brentano's.

Simmons College in Boston also organized a course in bookselling in the School of Library Science, under the direction of June Richardson Donnelly. Twelve students, a full registration, are taking the course. It was required that each applicant have an academic degree from a recognized college or at least three years' college credit.

There is an increasing interest in the colleges in bookselling as a profession. At Mt. Holyoke College, where a talk on bookselling was given last month, there were requests for interviews by twenty students, who are planning for study and who hope to enter this field.

The pamphlets issued by the Publishers' Association have been of great educational value in these bookselling courses, and are

also being used constantly by dealers throughout the country. "Book Shop Records and Accounts," by Cedric R. Crowell, published in January, has been particularly valuable to the trade. "Bookstore Advertising, Publicity, and Window Display," by John T. Hotchkiss, has just been published, and the number of advance orders for it indicate that it has really been needed. The *Year-Round Bookselling News*, issued twice a month, is constantly proving its usefulness to booksellers and librarians. More and more, bookstores are incorporating our publicity and sales promotion suggestions in their own merchandising material, and using the *Bookselling News* in training their salesmen.

It seems to me that one of the most important things for the A. B. A. to concentrate on in 1926 and 1927 is "bookselling education." Our Association stands ready to help to the best of its ability in solving the two outstanding problems of this undertaking: (1) to train college men and women who know books and have background, in selling, and (2) to teach clerks in stores who have not a thorough knowledge of books, both books and selling. There are many tools already available for this—the "Bookman's Manual," handbooks on selling methods, pamphlets, and articles in trade magazines.

Correspondence Training Course

If a sufficient number of bookstore managers wished it, the National Association of Book Publishers and the American Booksellers' Association might work out an outline for a training course, which might be used in the store, or by a group of stores in a city—a series of "eight or ten staff evenings." A course of this kind would help us to train people to increase greatly the volume of book business annually—to increase the number of books going out from bookstores all over the country. Such courses might be held thru September and October.

The big work of next year is to put more BOOKS IN MOTION. Publishers and booksellers must work together to accomplish this. If booksellers take advantage of the Promotion and Legislative work of the Book Publishers' Association, this aim will be achieved.

PRESIDENT MCKEE: I have one or two announcements regarding committee changes I would like to make and which I think will be of interest to you.

The chairman of the Resolutions Committee is Cedric Crowell; the other members, Ward Macauley of Detroit, Charles K. Jackson of Cleveland, Harry Korner of Cleveland and Henry S. Hutchinson of New Bedford.

The Nominating Committee; the change on that is the selection of W. D. Pierce of New Orleans in place of Mr. Siler. He is connected with the Siler Book Store and has been sent to represent Mr. Siler at this convention. I particularly announce his name because I think we ought to know we have a member here from New Orleans.

The Auditing Committee; there are a number of changes on that. Lowell Brentano has kindly consented to become the chairman of this committee and the other two members are to be B. E. Sanford of Ithaca, N. Y., and Clarence Sanders of St. Paul.

I would like at this time to recognize Mr. Cloke of Hamilton, Ontario, Canada,

who, I believe, is in the room. Mr. Cloke, I would like you to rise, please. I think the Association would like to see you so that the members will know you.

Mr. Cloke rose and was applauded.

PRESIDENT MCKEE: Do you care to say a few words?

FRED E. CLOKE (Hamilton, Ontario): I had a letter from the president of the Canadian Booksellers and Stationers who sent greetings to the Association and asked me if I wouldn't rise and say a word or two carrying a personal greeting to you. Inasmuch as you have given me this opportunity I will do it now rather than later. Thank you.

PRESIDENT MCKEE: Thank you very much. I was reserving Mr. Jarvis' letter which I received until our session tomorrow.

I don't think I will allow you to make a motion to adjourn but I will consider this meeting adjourned when you rise and face the flag and sing one verse of America.

The audience rose and sang the first verse of America.

TUESDAY MORNING SESSION, May 11

PRESIDENT MCKEE: Good morning, ladies and gentlemen.

I will ask Mr. Meyers to read some telegrams and a letter which we received.

Secretary Meyers read telegrams from Simon L. Nye, Washington, David J. O'Connell, New York, H. Seemeyer, secretary, Women's National Book Association, New York, M. G. Nusbaum, Norfolk, and William Morrow of New York. Secretary Meyers also read a letter from A. H. Jarvis, president of the Canadian Booksellers' Association, Ottawa, Canada.

PRESIDENT MCKEE: It is very nice to receive these expressions from our friends and I am sure that we all appreciate them very much.

In arranging the program for this morning, we had decided to confine it to two major topics and one perhaps of minor importance, the two major topics being book-

selling education and advertising, the minor topic being that of instalment selling.

As I explained yesterday, it was impossible for Dr. Charles Francis Potter, president of Antioch College, who was to have brought us a message on "Bookselling Education," to be here and we also are unfortunate in not being able to have a paper from Miss Dodd of Northampton. We are, however, to have some word from Mr. Melcher on this subject which I will call for later on the program.

I now take great pleasure in calling on Charles Baxter, who would like to say a few words on a new subject entitled "Cooperation."

By the way, I would like, if I may, to preface your remarks by saying to those who don't know that this is the author who sold St. Louis to the convention last year.

Cooperation

Charles Baxter

The St. Louis News Co.

I AM glad that I am a little sunburned so that you won't know how I am blushing about what President McKee has just said.

It seems that almost every one who has got up here to talk to you has spoken more or less of cooperation. It seems to be the keynote today in all lines of business, as well as in politics, business and the social world.

In talking about it here in St. Louis, a town which in the past has been regarded by many, especially the publishers, as a poor book town, we feel that thru cooperation we have built St. Louis into a much better book town than it is acknowledged to be. If we were to listen to the publishers, they would tell us it is no use to come here, and last year when we asked that the convention come to St. Louis, they said, "Why go to St. Louis? It is not a book town." We wanted you to come to St. Louis just to prove to you that St. Louis today is a book town, a much better book town than you realize.

In St. Louis we have very few bookstores, that is, acknowledged bookstores. We have only three department stores with very complete book departments, but those three department stores and the book outlets are increasing their sales steadily and they are doing it thru cooperation.

By cooperation, we mean the combined effort of the wholesaler, the newspaper (both the advertising and the merchandising departments), and the retailer.

Recently one of the largest newspapers in this section made a survey of what is called the Forty-ninth State, a distance within a radius of 150 miles of St. Louis. That survey showed that its book review, which is printed regularly every week, is eagerly followed by readers, and many of the local booksellers are able to trace direct results, not only in St. Louis but in the outlying towns, which proves to all of us, to you and to the publishers, that St. Louis is a coming book town.

Another thing we have arranged, just to prove to you that St. Louis is a book town, is "Authors' Night" which you will attend tomorrow night. This, we believe, will show that St. Louis has a great literary curiosity. We have engaged the largest auditorium in St. Louis, with a seating capacity of 8,500 people, and you will admit that is a big crowd. Furthermore, it is expected to be filled to capacity.

You will have authors of note. Many of you are anxious to hear these people. There will be any number of people in town who are coming just to hear these people. In doing that we are mighty happy to bring the authors and the crowd together so that we booksellers and you who are not located in St. Louis will reap some of the benefit therefrom. We tell you this because we want you to know that when you are told St. Louis is not a book town, it is a much better book town than it is supposed to be and it is proving that every day thru the cooperation of the retailer, the wholesaler and the newspapers, both in merchandising and the publicity departments.

Perhaps this word might be directed to the publishers. They don't realize the extent of book sales in St. Louis, chiefly because of the fact that some of us here get supplies from other points that they know nothing about. They take into consideration the shipments they make into town and that is their record. It is the criterion they go by.

Don't forget that the big stores locally draw a lot of supplies that they know nothing about from jobbers, whose supplies come direct from New York and from New York houses that ship direct and charge and credit that sale up to a New York house, but gentlemen, St. Louis should get the credit. Thank you.

PRESIDENT MCKEE: I forgot to mention that Mr. Baxter is also with the St. Louis News Co.

Earlier in the year in arranging the program, your Program Committee decided that it might be interesting to have some outside viewpoints on advertising, so I wrote to the president of the Advertising Club of Detroit and I said, "You must be able to tell me who would be the best two or three people in St. Louis in the advertising business, people who would be willing to come to our convention and bring to us perhaps a new viewpoint on advertising in its relation to the book business."

This gentleman very kindly sent me the names of the best two people, in his opinion, in St. Louis to do this job for us. I am very happy to say we have both of

those people on our program this morning. The first one who will talk to us is Douglas V. Martin, Jr., advertising and publicity manager for the *St. Louis Globe Democrat*, a man of large experience, despite his youthful appearance, in advertising and publicity, who also is very much interested personally in advertising in its relation to the book business.

I also want to mention at this time that the work of putting on or selling to the people of St. Louis the "Authors' Night" of Wednesday, which of course is a very important part in our Convention program, has from the start been in charge of Mr. Martin. Mr. Martin.

If I Were a Bookseller

Douglas V. Martin, Jr.

Manager of Publicity, St. Louis Globe Democrat

IT requires a great deal of temerity to come before a group of professional booksellers with a message from a newspaper man, and I can realize that many of you are sitting back ready to roast me on a spit. However, in a very brief time I want to try to do justice to a subject which I fully realize is a tremendous one, one to which you people are giving and have given, many of you, lifetime effort.

In the midst of the preparations for Authors' Night, which has been very much on my mind, I have tried to jot down some of the things which have occurred to me as the things which I would do if I were a bookseller.

I have a friend with whom I am associated in business who spent two months this winter in a winter resort near Phoenix, Arizona. One evening after the evening plunge and just as dinner was ready, as he walked into the dining room he noticed the tensity of the atmosphere and was apprised of the fact that John Galsworthy and his wife were stopping at that hotel on their way home from the South Sea Islands where I believe they traveled this winter.

The hotel was a small one and was

then inhabited by the tail-end winter guests and it was agog over this news. The next morning when my friend came down to breakfast he noticed that there was not a woman on the veranda of that hotel but had a copy of one of John Galsworthy's books on her lap. How it could be brought about within that short period baffled his understanding because the nearest public library was in Phoenix, some thirty miles away, and no bookstores were near, but somehow or other those people had all contrived to get copies of John Galsworthy's books in order that if they were given the privilege of meeting Mr. Galsworthy they could at least discuss some of his thrilling passages.

This seems to me to typify a certain superficiality that is inherent in Americans. If that seems like a terrific indictment, let's modify it this way: If we are superficial in our reading, in our taste for books, I believe sincerely that it is because we have never been taught to read, have never been taught fully to enjoy books.

I know a man who went thru college preparing for literary work. He took in his English courses as many broadening subjects as he could. He took literature; he took poetry; and he came out of college

with his degree. Some two years later he was seated with a classmate in an office talking about some of the wisdom they should have learned at college and this friend of his happened to mention one of the plays of Shelley, "The Cenci," which many of us here have read. This classmate mentioned some of the beauties of this work. My friend was very much ashamed to say that he had never read it.

The Love of Books

"Why," said his classmate, "That was one of the books in our prescribed reading in English Three."

"Yes," he said, "I know, but the reading which was prescribed for me I usually managed to gloss over."

So perhaps we are, indeed I believe we are, superficial in our reading habits.

E. H. Sothern, just before he sailed last week on the *Aquitania* for New York, said that 90 per cent of those people who professed to love Shakespeare are hypocrites. I heard Fritz Lieber, another interpreter of Shakespeare, make a strong plea in a very informal talk in this hotel a few years ago for real, honest study of Shakespeare. He said the trouble with us all is we seek in Shakespeare something long-haired; we are trying to find something high-brow that we can pass off among our friends at the dinner table. He says as a matter of fact, if we will get right down to enjoy the realities of Shakespeare, we will find in Shakespeare drama which applies to our daily life today. Lieber spoke very feelingly of enacting Shakespearean repertoire and finding always in the front row classes of students who had been brought in from high schools and academies with their teachers, sitting there ferret-like with notebooks ready to point out to them the beautiful passages of Shakespeare but not giving to them the real appreciation of Shakespeare which they should have had and which they should learn to feel.

I believe we must teach people how to read. Many of us don't know how to read and how to enjoy the treasures of literature. The United States, it has been pointed out, spends thirty cents per capita per annum for books and at this rate 75,000,000 do not read books. Those facts have been brought to your attention

before, I am sure. They are known to many of you, but what a terrible indictment it is to think that here are people devoting their lives to the sales of books and 75,000,000 people in this country do not read books because they have never been taught to read books.

So it becomes someone's duty to teach them. How can we teach people to appreciate and to buy books? There have been many suggestions. Edward Newton, you will remember several years ago, before this convention, advocated the slogan, "Buy a Book a Week," and he suggested, too, that booksellers check up on the birthdays of writers so that on the birthday of Kipling, special displays might be placed in windows so that people might be brought in touch with Kipling just that way, introduced to him just thru such a sugar-coated method, a show window with a placard, "This is Kipling's birthday; read his books."

Building Private Libraries

It has been suggested that publishers should advertise a library, "Buy and Establish a Library," rather than buy a book. I rather like that slogan better, but to me it seems that each book must be promoted upon its own merits. A newspaper in promoting its Sunday features, promotes each feature. Here is a man who has done a certain thing; here is a story about a certain interesting happening down in a region nearby; and each particular story is sold as a distinct feature rather than to sell the entire Sunday paper. It seems to me that each individual book must be sold on its merits. Perhaps I am wrong. Perhaps I shall not be borne out by the experience of publishers.

Also, it seems to me that booksellers and book publishers would do well to feature authors more vigorously than they do. We are all hero worshippers, and if you give us a chance we will worship authors as we worship baseball or football players. It is easier, of course, to idealize Red Grange or Babe Ruth because they are more spectacular, but what is more interesting in the world than the life of Alexander Pope or of Kipling, or Steel, or the life of John Galsworthy, if those lives are portrayed for us dramatically.

Let us play up the habits, the appearance, the likes and dislikes, let us sell authors to our public. Give us pictures; give us anecdotes of these people's lives.

We remember how the motion picture producers have done this very thing in selling to us the stars of the screen, and the stars of the screen, as we know, many of them, without this promotion and without a megaphone in front of them through which a director may show them just exactly what to do, are not the artists that the public thinks they are, but they have been promoted to us until we have become sold.

I had occasion to question booksellers earlier in the year as to the 1925 market. "How did the 1925 market compare with the 1924?"

"Well, about the same; no decided increase." That was disappointing.

"And to what do you attribute that?" I asked.

"One reason is that we haven't this year a certain author." I will not mention that author's name because there are publishers here. Another point that was brought out was that in 1925 we had no cross word puzzle books. "Last year in 1924 cross word puzzle books sold vigorously and in addition to the cross word puzzle books we sold many dictionaries."

Judge Popularity by Library Demands

What a sad commentary it is that we must depend upon a cross word puzzle craze to sell a book like the dictionary. A thesis could be written, many talks could be made from this platform on what could be done to advertise the dictionary, but we had to depend in 1924 upon cross word puzzles to popularize the English dictionary.

Now what I have said, of course, seems to apply particularly to publishers. How about booksellers? If I were a bookseller, first of all I would check public library demands. Let us not think of the public library as a competitor. On the other hand, the public library is the best sampler in the world for the books I would sell if I were a bookseller. So I would check the public library demand, and I would find what types of books people prefer.

I would run my business on a survey

the same as any manufacturing business has to be run. I would survey my market and I would find out what people preferred in this locality in which I set up my establishment as a bookseller. Then, in my advertising and in my sales talks and in my letters to these people I would stress those points which I found out from the public library interested my market. I could easily get those facts from the library. A little browsing around would give it. I could find out what fiction interested them, what poetry interested them, what biography interested them, and I would cut my coat to fit the cloth. I would attempt to capitalize on that demand which this sampling campaign of the public library was creating.

The Card Index of Customers

Then I would be very careful to utilize the literature that the publishers send. I would regard it as a sacred trust that I was allowed to handle the books of these publishers, and I would use every sales ally that they gave me in order to sell more of their books.

If I were a bookseller I would card index my customers and if I knew that Mrs. Jones was interested particularly in H. G. Wells' work, whenever a new H. G. Wells' book was published I would take the time to write a personal letter to Mrs. Jones. "Dear Mrs. Jones: I have here a very interesting book," and then I would describe this latest book in a couple of paragraphs to tell Mrs. Jones what she might expect in the new work of her favorite author. I believe I would sell many books that way.

If I were a bookseller I would take advantage of this fact: that Mrs. Jones is interested in the works of a certain author. I would take advantage of this other fact: that when an author suddenly springs into prominence with a best seller, maybe his third or fourth work, I would make that best seller work retroactively and I would merchandise all of his preceding books. Perhaps you people do that.

For Christmas, I would get up a guide showing people what books to give. I personally would hesitate to give books to all of my friends because how can I gauge their taste? How do I know what they

like? What a long shot I am taking when I do select a book which I think would appeal to a certain friend and which may not appeal at all. So for Christmas, if I were a bookseller, I would take special pains to work up lists of books and I would catalog them so that my customers would know just what books to give to certain groups of people, what books to give to other groups. You do that. I believe it could be done more vigorously.

I would take a leaf from the book of the talking machine companies and when an author came to town, as in the case of John Galsworthy at that Arizona resort, I would make great capital of that fact. The talking machine people do it when a show comes to town. All the latest records sung by certain stars are merchandised in the show windows of the talking machine companies' stores.

I think it could be done with books because these authors are coming thru on the Lyceum circuit. They are coming thru to talk to colleges. Many of them are coming thru on the stage, coming thru town. I would capitalize on that.

If I were a bookseller I would enlist the aid of ministers to mention new books from their pulpits, a tremendous influence that could be harnessed there. I speak of that with all reverence because I believe that there are many things in books which ministers are eager to learn of in order to disseminate it to their congregations.

You will find that word of mouth advertising is about as eloquent a sales aid as you can find. So by every means of that sort I would enlist the aid of ministers, of educators, in order to tell to a great public more of the glories of the new books which are being dumped on my shelves for sale.

In our age of specialization, business men are eager for books which deal with their specific problems. They want to know about advertising, sales, efficiency and all of that, so that those books can be much more vigorously merchandised to business men.

When a new book is brought out that is published by a local author, a St. Louis author, if I were in business in St. Louis with this bookshop of mine, I would play that up very vigorously because here in

the backyard of that author are people who are eager to know what she has done or what he has done. I would capitalize on that fact.

Then I would have my retail sales people coached on the new books. I would urge them to read all the literature about these books they could find, because many of us enter bookstores with open minds.

It seems to me that it all boils down to this, that we must limit the output to books which the people want and save the waste on undesirable matter. There is a tremendous waste in the publishing business as we all know. Why not limit this output to what we know they want. You know what they want. The public libraries can tell you what they want.

Yours is the same responsibility as that of journalism. We can't just give the public what it wants. We must educate the public to want better things and we can't dodge the responsibility. It is lazy and it is cowardly to try to dodge it.

PRESIDENT MCKEE: We are indebted to you, Mr. Martin, for this paper full of very pertinent suggestions. I hope that we all remember we are not only indebted to Mr. Martin for taking the time to come here this morning but think of him as being one who has been working for weeks in our behalf without salary. Thank you, Mr. Martin.

In arranging a program, the palpitations of heart or thrills that one gets are usually caused by the letters and telegrams which come during the last few weeks and which usually read as follows:

"Regret to say impossible for me to be in St. Louis at your convention to give my paper or talk as promised."

But once during the arrangement of this program I got a tremendous thrill of the other sort, and that was when I opened a letter from the advertising manager of the Scruggs-Vandervoort & Barney Co., which reads as follows:

"We have a woman in our organization who has already prepared a paper on 'Book Advertising from an Advertiser's Point of View'."

You can imagine how pleased that made me feel and we are to have that paper this morning. It is to be given to us by Mrs. Flora Beckert Washburn.

Book Advertising

Mrs. Flora Beckert Washburn

Scruggs-Vandervoort & Barney Co.

ADVERTISING, it has been said, is the speech of business and while this fact has been accepted and proved by merchandisers the country over, it is apparent that as yet the book business has not taken full advantage of advertising. What book advertising that is done is for the most part segregated in magazines that appeal definitely to book lovers and on book review pages appealing to those who are definitely sold on the idea of reading and buying books. But you can pick up magazine after magazine and newspaper after newspaper and not find a line of advertising to sell books, and these are magazines and newspapers that the general public buys all the time.

Is automobile, radio, perfume and clothing advertising confined to magazines that deal with the specific commodity? Oh, no. Everywhere we are reminded thru advertising to buy a new car, the latest radio, or another frock, but books it seems we are supposed to have always with us.

It is not to the real book lovers to whom we must address our advertising. It is to this great public which does not read reviews, which does not know what is being written or take the trouble to find out but which must be considered as our potential purchasers. In this field are to be found the greatest possibilities for increasing book sales. To accomplish this we must create in these people a desire for books, educate them to buy books and make it easy for them to find out about books thru advertising. And it must be advertising that is human and that will appeal to the imagination. Books are bought because they appeal primarily to the imagination, and whether it is advertising or personal salesmanship the appeal should be the same—the imagination.

A book reflects a personality, personifies an ideal or expresses a conviction, and it

is this idea of personality, idealism or conviction that we must advertise and sell.

It is not the pretty picture, printed page and handsome cover that constitute the physical book. Consider the *raison d'être* for the book, its various phases, its analysis of human emotions, its style of expression, its relation to current events, political history, science, reform and trend of public opinion, etc.; then feature these ideas in your advertising in such a way as to arouse the imagination. And it is most important that you bring out one of the salient points in your head lines so that he who runs may read. In these days of hustle and bustle, people literally do take much of their reading on the run and read that in the newspapers. Your book advertising is competing for attention with the interest-compelling head lines of the daily news. Don't bury the arresting note in the copy matter.

Human nature is the same the world over. It is the same whether it is books or cake tins that are to be advertised. If it is books we must, thru the appeal to the imagination, picture the entertainment or the educational results to be derived from reading or studying the books we wish to sell. If it is cake tins, we must advertise so that the housewife will envision the delicious cake that can be baked in that particular tin to delight her husband and friends.

People like to make things personal. They like to think that a story is similar to an experience of their own. They like to put themselves in the place of the hero or heroine, and for this reason we must make our advertising awfully human.

The correspondence school advertising with which we are all familiar offers a good example of getting an idea over in a headline. It does not stress the fact that it takes long hours of study to acquire special training, but it sells in a terse head-

line the idea of a higher salary or an executive position.

There is an enormous waste in the advertising that contains simply a long list of new books as it doesn't stir the imagination, create interest or impel buying action. Even tho many of the authors are well known, the title of the book seldom gives any inkling of the story and simply because we have enjoyed one book by an author is no reason that we may wish to read another unless we know something of the theme of the story. For the thousands of books that are sold for the author's name, thousands more would be sold if the public knew of the story.

Only recently a friend said to me (he is very well read) of a book that had come into his hands by chance, "Why, if I had only known there was a book written on that angle of the law I would have had it long ago, but I don't remember seeing it advertised."

The book had undoubtedly been advertised as it was by a well-known author, but the title gave absolutely no idea of the story or the object for which it was written, and had his friend seen it listed in one of these long lists of new books it would have meant absolutely nothing to him.

The retail bookseller has endless opportunities for promoting the sale of books. If the ideas that surround us, that meet us at every turn were expertly utilized, there would be no dull seasons, no in-between times. It is the simple ways that are nearest to us that are most often overlooked. Close association narrows the perspective in the book business as well as in anything else. In nearly every day's newspaper there is news of at least one event that can be tied up with the book department, a lecture, a play, a discussion of some national question, all excuses for advertising books on the subject uppermost in the public mind.

Your splendid little magazine, *Book Selling News*, offers excellent suggestions which if properly used cannot help but sell more books. Spread the news not only of your bookshop wares but of the bookshop itself. Tell the public of the real pleasure there is in a visit to your shop. Tell them of any special service features, how easy

it is to find books, perhaps, because of a certain arrangement of shelves or rooms devoted to certain kinds of books. Picture your bookshop as alive and welcoming visitors.

The bookshop in a department store should merit the same consideration as any department. Sometimes a merchandise manager takes the attitude that the book department is just an extra wished on him, that it can't produce real volume in sales and therefore is not worth spending much time on. The book buyer in turn feels that he is not receiving the support due him and this of course does not make for increased sales. The book buyer should do everything possible to discourage the idea that his department is different or that not so much is to be expected of it.

The book department should be just as carefully merchandised and advertised as any other department and should be expected to show sales increases accordingly. Three per cent of department store book sales should be consistently spent for advertising and part of this appropriation devoted to what might be called advertising to the masses, that is, in addition to advertising on the special book review pages. Insist upon representation on your store's regular page advertisement. Here you will reach not only the book lover but those who never think of turning to the book review pages and those who might think of buying clothing or furniture at your store but never think of books. The public has been educated to look for information in advertisements and if you do not put your book information where it will see it it will not know about the books you wish to sell.

The book department should receive the full cooperation of the advertising department and advertising department plans for books should be worked out in the same manner as advertised plans for any so-called seasonal department. There must be a policy, there must be a plan to achieve results.

In closing, let me repeat, consider the general public as an unlimited field for increasing book sales. Place your book advertising where this great public will see it. Make each season and every national and local event count as a reason for

promoting books. Advertise consistently. Advertise humanly and make your advertising appeal to the imagination.

I am sure, Mrs. Washburn, that your informative talk is of as great a value to our publishing members as our department store and so-called regular bookselling members, and I am sure that we are all very grateful to you for coming to us today. Thank you.

During the last few years I have become aware of a tendency in modern American merchandising which probably has also impressed many of you, and that is the tendency constantly growing of selling to the public, where the merchandise is of a sufficiently large unit, on the deferred or instalment plan. As I have looked about

during the last few years it has seemed to me that the retail booksellers of the country were probably the only retail merchants who were not availing themselves of the opportunity of making sales by this method where the unit of sale reached possibly twenty-five or fifty dollars. The publishers are making use of this plan of selling on the deferred payment plan but we booksellers as a class are not making use of it.

I realize that while it has its advantages it also has its dangers, and to this end Robert O. Bonnell, who is the Vice-President of the Industrial Savings Trust Company of St. Louis, has kindly consented to come to us and talk to us about this particular method of selling. I take great pleasure in calling upon Mr. Bonnell.

Instalment Selling

Robert O. Bonnell

Vice-President Industrial Savings Trust Co., St. Louis

YOUR program committee has asked me to talk to you on the subject "Instalment Selling," about which much has been said recently, not because it is something new but because instalment selling has developed to such tremendous proportions during the past ten years. Some members of your Association seem to feel that American booksellers are not, as a rule, using this method of merchandising to the extent to which it could be safely and profitably employed.

Books on Instalment Plan

The sale of books on the instalment plan is at least a half century old. It is being used extensively and successfully by large publishers. One has but to glance thru the advertisements in current magazines to realize what a popular medium it is for book campaigns.

I have attempted to secure first hand information from publishers using the instalment plan but met with little success. The tone of the replies received, however, indicate that it has proved a satisfactory method of doing business.

Plan Used With Discretion

It is necessary that we keep in mind that most books are not regarded by the average layman as necessities, and care must be exercised to determine that the plan is used with discretion by booksellers who should attempt to establish that sales are not made to those who have no right to mortgage their future for the purpose of buying something, which, under the circumstances, they have no right to purchase. It is perfectly proper that the instalment plan should be used but not abused.

Easy for Dealer

It seems to me that if subscription booksellers, who are really agents for the publishers of sets of books, have been so successful in selling books by mail on the instalment basis, it should be even more advantageous for the bookseller who comes in personal contact with his customers to use this plan.

More Difficult by Mail

Of course, the publisher has a larger margin of profit and has been making quite an effort to develop this class of business

direct, but he is working under a severe handicap because it is necessary for him to send the books on approval and he naturally experiences great difficulty in checking up the credit of the individual concerned, if it is checked up at all, and any recoveries he makes in the event of default are made at much greater expense than the book-seller would be put to in the event his customers refuse to meet their obligations.

One publisher, who is selling books nationally on a mail order instalment basis, advises that the company is setting up 4 per cent of revenue as a reserve for losses, and this figure is ample. It is interesting to note that this is four times the reserve carried by the ordinary merchant for instalment sale losses. The same company has set up as high as 8 per cent but a recent revision of its collection methods have cut down its losses so that it was able to cut the reserves in half.

Percentage of Loss

Naturally, the percentage of loss resulting from the sale of books on the instalment plan will vary with the type of books sold, the price and the class of buyers. If, however, you do not attempt to develop this class of business too rapidly and adhere to the principles which experience has proved sound in general merchandising, it is believed that your business can be expanded materially and that your losses will show no more than a proportionate increase.

A Possible Plan

Permit me to outline briefly a plan which might be used in selling books upon the instalment basis. It is not likely there will be a demand for such a plan unless the unit price of the books is at least \$50. Smaller units are expensive to handle, and purchasers should not be encouraged in such instances to buy on deferred payments.

For purposes of illustration, let us suppose you want to sell a set of books retailing for \$110. There are always some cash buyers. There are more prospects if you are able to offer charge account accommodations. The market, however, is remarkably expanded if the seller is in a position to accept a down payment of \$25 and a note for the balance to be paid at the rate of \$8.50 a month for ten months.

Experience indicates that it will cost about one-half of 1 per cent per month plus a flat charge of 2 per cent to handle the transaction. These charges are based on the deferred amount, which in this case is \$85. For the sake of convenience, such charges should be added to the cash selling price of the books. Customers buying on a cash basis should be allowed a discount equal to the amount of the charges.

In this case the dealer raises the price from \$110 to \$116, requiring a down payment of \$26 and a note for the balance payable in ten monthly instalments of \$9 each. The purchaser signs this note and executes the proper lien, instrument, i. e., a chattel mortgage, a conditional sales contract, etc. This lien instrument may or may not be recorded or filed as the dealer elects.

The dealer should secure credit information and references from the purchaser, and promise prompt delivery of the books. Before delivery is made, however, the dealer should determine by the employment of the best means at his disposal, that the credit risk involved is a good one.

If the dealer elects to carry these accounts with his own funds or if he uses these notes as collateral for bank borrowing, he will be required to make the collections and should employ systematic and efficient methods. Lax methods will lead to difficulties and to eventual losses.

If he discounts this paper with institutions such as the Morris Plan Banks, he will be relieved of much of the detail and of most of the collection effort, while the charges just quoted should be sufficient to pay the cost. Many merchants feel that they have less trouble with accounts which are being collected by banking institutions than they do if they try to make such collections themselves. The plan which is outlined is very simple, being widely used and should meet your requirements.

Is the Plan Sound?

I imagine that many of you have refrained from selling books on the instalment plan because you have not been able to convince yourself that the plan is sound. Being convinced of that, you may find it possible to work out a plan under which you might reasonably expect materially to increase your sales with safety. Let me,

therefore, spend a few minutes pointing out the advantages of instalment selling as it is being applied to general merchandising and in answering some of the criticisms that have been leveled at it.

The amount of instalment business done in 1925 is estimated all the way from three and a half billion dollars to eight billion dollars. The United States Chamber of Commerce, however, indicates that the volume was approximately five billion dollars. The Farmers' Loan & Trust Co. in a recently published survey of instalment selling, states that the 1924 figures show that eight products sold on this plan represented a volume of \$3,293,411,878. They are as follows:

	Value	Sold on Time
		Payments
1. Automobiles	75%	\$2,182,561,878
2. Washing Machines	75%	66,000,000
3. Vacuum Cleaners	65%	44,850,000
4. Phonographs	80%	56,000,000
5. Furniture ... Approximately		65,000,000
6. Pianos	40%	40,000,000
7. Jewelry	25%	100,000,000
8. Radio	13%	39,000,000

\$3,293,411,878

Abuses Compared to Volume Small

In discussing this subject it would be foolish to contend that instalment selling has no critics and no abuses. My contention is, however, that compared with the total annual volume of instalment business done in the United States, that part affected by abuses is so insignificant as to be negligible.

Safeguards Necessary

There is no question but that instalment selling increases sales, and if the same credit judgment is exercised as should be exercised in granting an open line of credit, this business will be entirely satisfactory. In other words, it is the old question of management. Most merchants using this plan have long realized that they determine that the purchaser can pay, will pay, and can be made to pay. While instalment selling is primarily concerned with credits, its ultimate success may also be influenced by whether the merchandise is sold or rented, whether it is reasonably adapted to the customer's needs and whether he is justified in making purchase. It is as dangerous to overstock a retail customer as it is to overstock a retail merchant.

Greatest Danger

The greatest danger incident to instalment selling lies not so much in the propensity of the purchaser to get himself too heavily obligated, but arises out of the tendency on the part of some merchants to use the plan to increase volume by offering absurdly low down payments and long terms, without the proper consideration of the paying ability of the buyer.

Increasing Sales

It has been pointed out that from 40 to 75 per cent of the sales of many products are sold on the instalment plan. Eight million members of the Building and Loan Association have saved \$4,660,000,000 on the instalment plan and its popularity in connection with the purchase of securities is increasing rapidly. For instance, the National Electric Light Association in its 1924 report shows that of 5,047,000 shares of public service stock sold that year to 652,000 consumers, 34 per cent was sold on the deferred payment plan.

Department Stores

Department stores have also found it a safe business builder. For example, the Crowley Milner Department Store in Detroit, which has an instalment selling arrangement with the Industrial Morris Plan Bank of that city, reports that it has gained 60,000 new accounts in eight years, has found no difficulty in building up its contract department, and at the same time has experienced little diminution in its cash sales, while its regular charge business has increased. The prestige of the store has been maintained. Its losses have been less than 1 per cent. Nugents in St. Louis and Baileys' in Cleveland have similar arrangements, and their experiences have paralleled Crowley Milner's. Gimbel Brothers have enjoyed a very satisfactory instalment sales volume from what they term good, substantial citizens. Their losses have been very slight.

Clothing

The Hub Clothing Co. of Chicago, which sells two-thirds of its merchandise on credit, claims to have increased its business materially by adopting the so-called "Budget Plan"—ten weeks to pay. The first week its business increased from 1,500 suits and overcoats to 2,500, and the com-

pany insists that it gets its money more promptly than under regular thirty day charge accounts plan and that its cash sales showed only a slight decrease.

Losses

Has this increased sales volume been made with safety? Are the losses excessive? The losses on real estate, insurance and security transactions handled on the instalment plan are so small as to be negligible. Automobile financing companies report losses of less than one-fourth of 1 per cent. Losses to dealers handling instalment transactions are in the neighborhood of 1 per cent. Morris Plan Industrial Banks made approximately \$145,000,000 worth of loans during 1925. These loans are practically all payable on the instalment basis. Over a period of five years, losses have averaged less than one-fourth of 1 per cent.

Articles Easily Repossessed

Theoretically articles that can be easily repossessed and which have a low rate of depreciation, make safer instalment sales than goods which depreciate rapidly. Practical experience, however, indicates if credit is examined as thoroly as it should be, the losses on other classes of merchandise have not been unreasonably high, the average losses running about 1 per cent, whether they be automobile dealers or clothing merchants.

Delinquency

The delinquency on instalment accounts is less than it is on ordinary charge accounts, while anticipated payments often offset delinquency. On the other hand a survey recently conducted by the Kansas City School of Business covering 300 retail clothing merchants doing a credit business, showed that seventy-six days are required to collect for clothes sold on open charge accounts and that the turnover of receivables ranges from thirty-one to 302 days. On the so-called "Budget Plan" of selling clothing, the accounts liquidate themselves in approximately eighty days.

Strengthen Dealer's Financial Position

We believe that the use of the instalment plan in many instances strengthened the dealer's financial position. Practically every dealer does some credit business. An open charge account means an implied

promise to pay, and an informal understanding that the promise will be kept within thirty days. As a matter of fact an average of from seventy to ninety days is required to liquidate such accounts, while the merchant who collects 50 per cent of them in thirty days congratulates himself. By using the instalment plan he substitutes for an open book account, a written promise to pay, having a definite date of payment, and in the majority of instances he has a lien on the merchandise sold. If the account "goes bad" he is in a stronger position to make collection than he would have been on an open charge account, and if all other efforts fail he can take advantage of his lien, repossess the goods and recover something. I do not advocate making an instalment sale if the safety of the transaction lies in the lien on the merchandise—that should be used only as a last resort.

Effect of Borrowing Power on User

How does the use of the instalment credit affect the merchant's ability to borrow from his bank. To what extent will the discounting of receivables curtail credit? Must they be shown as contingent liabilities? It is my belief that a merchant doing a reasonably conservative instalment business together with cash and charge business is able to realize more cash promptly than the merchant who does no instalment business, other things being equal. If he discounts his instalment paper he realizes from 80 to 100 per cent for it immediately, and 99 per cent eventually. The charges he has collected from the purchaser pay his discount cost and cover his ordinary losses. His contingent liability means an actual liability of about 1 per cent in normal times to a possible maximum of 10 per cent under very adverse circumstances. He has the cash received from the paper he discounts to put back immediately into his business, strengthening his cash position and proportionately increasing his ratio of quick assets to current liabilities. The merchant is benefited in a tight money market by having negotiable instruments which may be discounted to much better advantage than he can sell accounts receivable, thereby securing additional working capital, funds for discounting bills or for other purposes.

Effect of Monthly Payment on Charges

One of the popular methods used in attempting to prove that instalment plan charges are much higher than they appear is based on the theory that since payments are made weekly or monthly, systematically reducing the amount of the instalment note, and since in many instances instalment charges are deducted in advance, the actual cost to the customer is double the original charge, because it is argued the customer loses the use of half the credit extended him for the full time. This presupposes that all instalment charges are deducted in advance. This is by no means true. It happens to be true of much automobile paper, largely because it makes for simplicity in handling sales and collections. But even when this method is used it should be remembered that the instalment purchaser, as a rule, must lay aside each week or month, a certain amount of his regular income, and accumulate funds out of which to pay obligations maturing in the future. Those who insist that he loses the use of half the credit extended must be assuming that he could find temporary investments which would bring a worthwhile return for the amounts laid aside. I think it would be extremely difficult, if not impossible, to find such investments. Savings banks appear to offer a solution. However, the average instalment account runs ten months and interest periods of savings banks greatly interfere with the maximum earnings. Therefore an instalment customer could expect on his accumulated amounts, if the savings banks paid 3 per cent per annum, a maximum earning of approximately $1\frac{1}{2}$ per cent. As a matter of fact, most savings banks have ceased to allow any interest on Christmas savings accounts. By adding this possible earning of $1\frac{1}{2}$ per cent to the instalment charges, when deducted in advance, the real cost to the instalment purchaser can be determined.

Same as Average Balance

The "turnover," as these regular payments are often referred to when attempting to show that the cost of instalment buying is excessive, is of the same nature as the "average balance" the borrower at the commercial bank is required to maintain. The person who borrows from the bank at 6 per cent and maintains an aver-

age balance of 20 per cent might be said to be paying 7.2 per cent.

Costs To Do Credit Business

Don't forget that it costs money to do business on open charge accounts, all things considered—just as much as it does to do an instalment business. However, the cost of doing credit business on an open charge account basis is hidden because it is loaded into the cost of operation and is included in the cost of all merchandise sold, so that both cash and credit customers pay for it.

Does Not Reduce Cash Sales

There is evidence to show that the instalment plan does not materially reduce cash sales. Its proponents point out that in 1925 there were more cash sales of automobiles than in any year of the history of the industry. Moreover, five of the representative mail order houses show an increased sales volume of 72 per cent from 1922 to 1925, and last year the more important chain stores enjoyed the most profitable business since their organization.

Thrift Agencies On Effected Adversity

That the present volume of instalment sales has not affected adversely the nation's economic condition is indicated by our extraordinary prosperity. After all, this is the real test and it reveals that established thrift agencies have not been impaired and may have been materially benefited. For instance, the savings depositors in this country have increased from 16,000,000 with savings of nearly \$8,800,000,000, or \$88 per capita in 1915, to 38,900,000 depositors, with savings of nearly \$21,000,000,000, or \$186 per capita in 1924. Building and loan associations having assets of \$1,357,000,000 in 1915 had a membership of 3,104,000, while in 1924 their assets increased to \$4,666,000,000 and their membership had increased to 8,000,000. The tremendously increased amount of insurance purchased and the number of stocks and bonds bought on the instalment plan indicate that the public has benefited by the formation of regular paying habits. In other words, it appears that the man who has to meet time payments every week or month re-adjusts his budget and lives accordingly, becomes thrift conscious and actually saves more while he is spending more on the instalment plan.

Does Not Encourage Overbuying

We do not believe that instalment selling has encouraged overbuying any more than the open charge account. The individual looks with more concern upon a written promise to pay and a lien on his purchase than he does upon a regular charge account. I am convinced from experience that the persons who overbuy on the instalment plan could not be forced to live within their means under any conditions. If they pay cash they overbuy clothing and starve or vice versa. They are unbalanced when it comes to spending. The majority of people buying on the instalment plan never saved as systematically in their lives as they are saving now. As a whole, they will increase their activities to match their buying.

Conclusion

Instalment selling has come to stay. It is not a new method of merchandising, but its extraordinary growth demands our careful study if we are to keep it from inflating prosperity and *intensifying depression*. It must be used, not abused, as a selling aid. It stimulates sales, making for increased production, greater efficiency, lower prices and general prosperity. It helps customers to form regular paying habits, and strengthens the merchants financial condition. The cost is not excessive and is borne by the one who enjoys the accommodation. It does not result in overbuying, and there is little evidence that it has undermined our economic structure, for claims on relatively assured incomes created by instalment selling, if not excessive are not dangerous. The abuses complained of will disappear as quality houses adopt it, making it possible for millions of people to buy high class merchandise at reasonable rates on a budget plan of payments. Naturally it should not be used to create a demand after the saturation point has been reached. Of course buyers should determine that the goods are needed. While it is important that the merchandise be sold, not rented, that a reasonable down payment be made and that the obligation be liquidated faster than the merchandise depreciates, it is vastly more important that the instalment seller determine to his satisfaction that the buyer can pay, will pay, and can be made to pay.

PRESIDENT MCKEE: Mr. Bonnell has very kindly consented to answer any questions you might like to ask.

MR. BONNELL: May I correct you and say I will attempt to answer any questions you might like to ask?

MR. W. R. BARNES (New York): The objection that has been made sometimes to instalment selling is the possibility of what might be called a deflation period or a crisis or lack of employment and a consequent lack of funds.

MR. BONNELL: That is the old question, of course, whether or not in a time of unemployment people could meet their instalment payments. As a matter of fact, Mr. Barnes, we have to admit that they have been urged to mortgage their futures ever since time immemorial. They have put their obligations on an open charge account and you have done your best to collect in good times and bad times.

It is my opinion that if you urge these people to put their obligations in the form of a negotiable instrument, they will realize the obligation they are taking on. Then if you will take a lien on the merchandise you are selling you impress upon them that they are entering into an obligation they must meet and they are going to be much more careful than if you simply say, "All right, you can charge it."

MR. JACOBS: May I ask Mr. Bonnell whether the banks purchase these notes outright or whether they only loan a certain percentage of the face value.

MR. BONNELL: It all depends, of course, upon your standing with your own bank. I imagine that the majority of you merchants, certainly it is true of other merchants, who want to put up collateral can take this class of collateral and hypothecate it with your own bank as security for a loan. Some of them require you to maintain a twenty per cent cash balance. The Morris Plan banks with which I am more familiar and the ordinary finance company purchase these notes usually with your endorsement for one hundred per cent. Some of them require a ten per cent hold-back, but not many. Some of them

ask you to invest ten per cent in a certificate of deposit which bears interest at the rate of five per cent.

I think you will find, however, that as compared to the possibility of discounting your open accounts receivable in tight times, your instalment negotiable instrument is to your advantage. The average bank will probably ask you for about twenty per cent.

IRA C. PRICHARD (Kansas City): I have had quite a little experience in selling on the instalment plan, but we have the quarterly payment plan and we have never had occasion to borrow money. What would you call a negotiable instrument? Would an acceptable bill payable at a certain time be a negotiable instrument?

MR. BONNELL: A negotiable instrument in the way I was speaking of it is a promise to pay at a certain time in so many payments, monthly or quarterly.

We use, and I think you will find most finance companies use, an instalment note. I think you will find that an advantage. You probably use it. Instead of having a long series of notes to be signed by a purchaser who, when he has finished signing, feels that he has signed his life away, we simply have him sign one note which provides for payments at a certain time. The whole amount appears on the note and it says, "Payable in instalments of so much at such and such a time."

QUESTION: Can you overbuy on the instalment plan?

MR. BONNELL: I think probably that argument has been most talked of in connection with instalment sales. We find in our chain of banks, and we deal very largely with the people who buy on the instalment plan, that people come to us to borrow money not to liquidate their instalment payments but to liquidate open charge accounts that they have been permitted to use far beyond their ability to pay and they have to get an instalment loan in order to budget those payments so they can meet them promptly.

I don't believe that the person who buys on the instalment plan is a less careful buyer than the one who buys on a charge

account. I think he takes his obligation more seriously—I think the person who overbuys on the instalment plan overbuys for cash. He spends too much on clothes and does not have enough for food or the other way.

You know it has always been said that sales are over-stimulated by the instalment plan and yet you can't fool the public. Every January and every February every merchant in the country tries new ways of getting the public to buy, and every January and every February it is a failure because the public insists on being permitted to get over its spending orgy of November and December. I don't believe you can make them overbuy.

MR. WILSON: In automobile selling on the instalment plan I believe one is charged a percentage for the deferred payments and one simply pays so much for being allowed to take one's time in paying the balance of the payments. But in book subscription houses I believe there is a different plan. The one I have in mind is a set of books for \$150. If you want to pay cash they will give you a discount of six per cent.

Another plan I know of, which you all know about, of course, is: There is a fixed price for the set of books but they give you a discount of ten per cent for cash.

Which one would you say was the better plan in the sale of books, charging six per cent or whatever it may be, or giving a discount.

MR. BONNELL: Personally, I think there would be less difficulty if you would increase the price of the set of books to include the cost of selling on the instalment plan and allow a discount for cash. People like it better. You won't have to sell the person who is buying for cash on receiving a cash discount. You do have to sell the fellow who is buying on time. You have got to sell him the instalment charge.

MR. BRENTANO: Don't you think that outside of the question of buying automobiles which the public has become accustomed to buying thru finance companies, to attempt to introduce finance companies or banks into the purchase of books is apt to

create customer resistance. I mean, they are not used to buying books by that method.

MR. BONNELL: That, of course, is a question. Ordinarily the man who uses the instalment plan simply has his customer sign a note and a lien instrument, not naming the discount agency in that note. He then has the privilege of discounting his note as any one has. Then the bank or the discount company notifies the purchaser that it has purchased the note. We haven't found any great difficulty with it. As a matter of fact, when you stop to figure that there is \$5,000,000,000 worth of merchandise being sold on the instalment basis, you can see how well educated to instalment selling people are.

QUESTION: What have you found to be the reaction on the part of the purchaser of books on the instalment plan to placing these notes in the hands of your Morris bank for collection?

MR. BONNELL: Frankly, I can answer you by saying that I have never bought a book note in my life so I don't know, but I do know that the attitude of the average individual from whom we are collecting the monthly payments seems to be entirely satisfactory. Seems to have no prejudice, and the collections are very satisfactory.

In other words, while a man might come to you as an agent or a dealer and say, "I am sorry but I won't be able to meet my payment this month because I am going on my vacation," he can only say that to you as a personal friend but he can't have the same excuse with the bank. He seems to take his obligations to the bank seriously and we have had no difficulty in having a "flare-back" by virtue of the fact that the dealer has sold his notes to our company.

MR. PRICHARD: You spoke about that note being payable at a certain time for a certain amount. If you agree to pay \$500 for books to a certain firm, payable quarterly, so much with the order and so much quarterly, would the bank accept that?

MR. BONNELL: Now you are getting into a question of law and I am frank to say that as a banker I would not like to accept anything but a negotiable instrument. The contract to purchase is a questionable instrument.

PRESIDENT MCKEE: These questions I think have indicated the interest of our members in your talk. We are certainly very gratified at your coming here and giving us this very practical paper on a subject of vital interest to us.

Reading With a Purpose

Carl M. Milam

Secretary of the American Library Association

YOU might be thinking as I talk (arranging a set of books on the table) of this as a unit sale. This is a collection of seven or eight books recommended in the little reading course which was placed on the chairs this morning.

In the first place, I ought to bring greetings from, and it is my pleasure to do so, the American Library Association with nearly 8,000 members and in our fiftieth anniversary year. Perhaps it would not be inappropriate to express the hope that by the time you have grown to

fifty years of age you may show a membership of 8,000 plus.

During the last two or three years libraries have been taking stock of themselves and have come to the conclusion that there is more to be done in the field of adult education than they have done in the past. Without going into any detail at all I may simply say that after some months of study a special board will recommend that all libraries undertake to do three types at least of adult education work.

In the first place, every library it be-

lieves should maintain an information bureau which would provide the facts for anybody who wants to study. That is, any man or woman or boy or girl out of school could come to the library and find out exactly where they can get the kind of course they want.

In the second place, every library should undertake to meet the needs of the adult education groups. We all know that there are scores of agencies doing some type of adult education work. We believe it is the business of the public library to establish direct relations with those groups, classes of all sorts, and to provide the reference books and the study books they need or can use from the public library. Not only that, but to establish contact with the people in those groups in order that they may go on with their individual study thru the use of a library when they have finished their course of study.

Third, and perhaps more important than any other, we believe that the library should now establish a department of adult education, which would offer to the ambitious individual help in the preparation of courses of reading.

Reading for Boys and Girls

Four-fifths of the boys and girls leave school between twelve and eighteen, we are told, and we all know that most of them do not enroll in classes or continue their education in any formal way. There must be thousands and hundreds of thousands of those boys and girls who will become ambitious enough to want to go on with their education. Some of them will not enroll in formal classes and will get all the education they ever are to get out of the reading of books.

It seems to us that it is the business of the public library to provide them with the necessary advice in consecutive reading. I would add a fourth item as a necessary adjunct, namely, that libraries in co-operation with schools should find better means of developing reading habits in the boys and girls while they are in school in order that they may of their own accord continue their education.

To assist libraries and especially the smaller libraries in giving to individuals the kind of advice they want in selecting

courses of reading, we have begun the publication of a series of reading courses, entitled "Reading with a Purpose." Each is by a specialist. Each is made up of a little introduction to the subject followed by a brief list of books for consecutive reading. The books recommended are chosen, of course, by the author, but the members of the headquarters staff of the A. L. A. checked the author when he wanted to make his list too long or when he wished to include two- or three-volume works in a short reading course.

Reading With a Purpose Book Lists

We allow the author to include anything he wishes if it is the kind of thing which every library may be expected to have. The authors of the courses have been generous in their cooperation. They are paid a nominal fee for writing the courses and they have contributed their services to this with enthusiasm.

The courses so far published are: "Religion in Every-day Life" by Wilfred T. Grenfell, "The Life of Christ" by Rufus M. Jones, "Psychology and Its Use" by Everett Dean Martin, "Philosophy" by Alexander Meiklejohn, "Biology" by Vernon Kellogg, "Frontiers of Knowledge," a sort of orientation course by Jesse Lee Bennett, "Great American Books" by Dallas Lore Sharp, "American Education" by William F. Russell, "English Literature" by W. N. C. Carlton, etc. Fifteen of the courses have been published.

If you will turn to the title-page of Mrs. Wilkinson's "Poetry of Our Times" which we have prepared in a special edition for this conference, you will find that others are in preparation. "Economics" by Leon C. Marshall, "The Physical Sciences" by E. E. Slosson, "Mental Hygiene" by Frankwood E. Williams, "Appreciation of Sculpture" by Lorado Taft, etc.

We have said in effect to each author, or to be concrete, we have said in effect to Mrs. Wilkinson, "Suppose for a moment that you were in a library, in your own public library in New York, and that a young woman should come in and say to the librarian, 'I haven't read any modern poetry since I left college, or since I left high school, and I don't know what to

read; there is so much.' And the librarian should say, 'Mrs. Wilkinson happens to be here this morning and has time and would like to talk with you.' Then Mrs. Wilkinson would sit down and talk with her for fifteen minutes or half an hour about poetry. As she concluded that talk she would recommend that the person read consecutively these seven books named at the end of the course.

Not Too High Brow

We have done that with Slosson and with Carlton and with Dr. Russell and with Dr. Kellogg and Everett Martin. They have tried to do in printed form what they would do to the individual inquirer if they were serving as specialists in a public library and if some one came in and wanted to read seriously.

In general, we have asked the authors to have in mind the average man on the street or the woman who does not represent special education or special training in the field which is to be covered. We have also said that we would like to have them visualize the men and women who have not had more than a high school education. Unfortunately, they have not all successfully visualized those people. We know that some of these courses are a little bit high-brow for the boy or girl who has only finished the twelfth grade and many, of course, have not finished more than the eighth grade.

These courses are being used primarily by libraries. We are a library association and we have had the libraries primarily in mind as we issued them. The use that is being made of them will be illustrated by these facts: 117,000 copies have been sold to April 15th, that is in about ten or eleven months; 50,000 copies have been sold since the 1st of January; there is one subscription order for 500 copies of each course as issued. The courses are issued once a month. The largest single order was for 6,000 copies of the assorted courses. There are nearly 12,000 standing orders from the libraries and others for these courses as issued.

In one library 375 individuals have registered for these courses since January. That means that they have indicated to the adult education department of that

library that they are not simply reading the course but that they are reading the books recommended in the course.

Of course, I have to admit that a great many people have criticized these courses because they say the librarians say, "We can sell or distribute these courses by the thousands but we aren't noticing as much increase in the use of the books they recommend as we should like. We think that a lot of people are reading the introduction and feeling that they know all they need to know altho the purpose, of course, was quite the contrary."

In one branch library in the city, seventy-five patrons are enrolled for these reading courses. The courses have stimulated libraries a good deal. They are experimental, frankly so. We don't know quite where we are going but we are trying out this method of aiding the readers, the serious readers who come to libraries.

In Tipton, Ind., for example, the enterprising librarian has announced in a daily paper a reading with a purpose hour on one afternoon of each week. People who are reading books recommended in any of these courses or in any one of these courses, according to announcement, are invited to get together and talk over the books they are reading.

To Be Used in Library Publicity

Every adult education worker will tell you that the weakness of a reading course is the lack of a discussion opportunity, and therefore some libraries are attempting to organize these discussion groups. The courses are being used in a few cases to supplement the regular school work which of course was not the purpose, but we are glad to have them so used.

I understand Dr. Meiklejohn is using his course on philosophy for the basis of the course he now offers at the University of Wisconsin. In some states the courses are being used by the state library agencies, the state library commission or whatever it might be, as the basis of traveling library collections. In the libraries they are used for reference purposes; they are used for circulation.

You will note that they are issued both in cloth and in paper and they are also offered for sale. One library alone has

sold more than 6,000 copies of these courses by simply placing announcements in the newspapers and by having them available at the library.

We are also urging the libraries to use these courses as an excuse for publicity. I have here samples of an editorial from the *Kansas City Star* nearly half a column long, a review, if you please, of the "Philosophy" of Meiklejohn, and I should like for one of the earlier speakers of this morning to know that it was not on the book page. Here is one a column long in the *Chicago Daily News*, talking not simply about the course but about the books recommended by Dr. Meiklejohn in that course.

We send out at the time each course is issued a release to every one of the 1,200 subscribing libraries which by the insertion of two or three words can be made a local release on that reading course. Those are used by the hundreds in the newspapers over the country. The Indianapolis Public Library has taken the two courses on Religion as an excuse to write to every minister in town urging them to use and advertise these courses and incidentally they give each minister a course on approval.

Use of Lists By Booksellers

We hope that these courses may be used eventually by booksellers. They have been used in a very few cases by booksellers, not as books to sell. They are priced at thirty-five cents for single copies by mail in the paper edition and down to ten cents apiece in large quantities. Libraries are asked to sell them, if they do sell them, at fifteen cents. A good many, I regret to say, are selling them at ten cents, which is their privilege if they choose to do so. It is not something which we could expect the dealer to sell for its own sake, but we think that these reading courses are the kind of thing which will stimulate the buying of real books, and we wish that some way might be found for the booksellers to make use of these in order to stimulate the sale of a whole set of books of six or eight or twelve or five or whatever the number may be.

When some one comes in to buy the "Second Book of Modern Verse" or to

buy one book on poetry, why not let this little reading course of Mrs. Wilkinson's help you to sell that purchaser a whole set of books.

I would like to see these books displayed in all the big bookstores thruout the country in order that the bookseller may capitalize on the interest in poetry shown by the person who passes, not to sell a book but to sell a whole reading course, a whole set of books which have been brought together by an expert and are recommended by an expert. If you please, give with the set a copy of the little reading course which will cost you, if you buy them in quantities, about ten cents apiece.

In Connection With His Advertising

I would like also to see the bookseller make use of them as the basis of advertising in his paid advertisements in the papers. It seems to me that in line with one of the earlier speakers this morning they could be made the motive. You could get back into what the individual is thinking about, because we do know that when there are millions of people enrolled in correspondence courses, the bookstores and the libraries can capitalize on that same interest if the approach is properly made and the offer is made.

I will leave this set of reading courses here if any of you wish to see them, and we have presented the little "Poetry of Our Own Times" with the compliments of the American Library Association in order that whatever you may remember or forget of what I have said, the idea may remain with you.

The American Library Association is more concerned fundamentally with the promotion of reading, with the development of reading habits, with the encouragement of reading seriously and with a purpose, than it is with the establishment of any type of institution. We believe that you also are interested in those aspects while not forgetting, as we are not forgetting, the importance of recreational reading, that the time has come when we can all capitalize the serious educational reading, that the time has come when we think, maybe, that these little reading courses can help us all to do that thing.

PRESIDENT MCKEE: Thank you very much, Mr. Milam for the greetings which you have brought to us from the American Library Association and for this very practical idea that you have also explained to us. I am sure many booksellers will be glad to avail themselves of the opportunity.

We are trying to close our program very speedily, but we have at least two more items on our program which we must finish this morning.

I do want to call on Charles H. Compton, the Assistant Librarian of the St. Louis Public Library, who would like to say a few words about the book exhibit you have seen in the lobby. Mr. Compton.

Books for the Home Exhibit

CHARLES H. COMPTON: I didn't expect to say anything when I came here this morning, but I would like to say something about the exhibit which the Public Library has arranged for your observation.

The exhibit in the lobby is made up of books which we suggest for a model library. There is a list of books for the home which has been compiled by Margery Doud who is now Chief of the Readers' Advisory Service of the Library, which is our suggestion of a basis of selection for the home. Of course we realize that no person is going to select all of these books for the home. Each person has his personal taste, but we do think that it is also an advantage to have a definite list of this kind.

We have used this list in exhibits in the Coliseum during the Better Homes Exposition. We have had this model library exhibited with the list, and it contains books for the adult and for the children, the books for the children being selected by Ruth Overman of the Children's Department, also a list of books as gifts which was compiled for the American Library Association by the staff of the St. Louis Public Library and suggests not especially recent books but books which we think are suitable for gifts, some more expensive, many less so.

I want to say also a word in regard to adult education as carried on in the St. Louis Public Library. We have recently

established a Readers' Advisory Service, of which Miss Doud is now in charge, and are giving assistance in compiling reading lists. Of course we have these books, "Reading with a Purpose," and we have been surprised at the demand there has been for them without any advertising.

Mr. Milam has emphasized the serious side of reading. I think this list by Miss Doud emphasizes rather reading because you can't help it, reading for the joy of it. I don't want to discount at all the "Reading with a Purpose," but I am thinking of something that Chancellor Hadley said in his address to the students at the beginning of the year, that if he could give the students one thing out of their whole course it would be the love of good books, and it seems to me that if you are going to do that you have to catch them young. I would like to emphasize that if we can get the children to love books when they are young that is the greater thing.

I think that if we can encourage the imagination of the children when they are young, that is the way to make book buyers.

Religious Books

PRESIDENT MCKEE: I am sure we are very grateful to the St. Louis Public Library for its interest in arranging this exhibit for us and also for Mr. Compton's explanation of it.

At the round table conference on religious books which was proposed thru the idea which is to be expressed in the paper by Mr. Colby, it was felt by members who originally planned the group conference of religious booksellers that the effect of the conference would not be very great and that much of its value might be lost, I might say, if it were confined exclusively to those who engage entirely in the sale of religious books. It was felt that it would be of a great deal of importance to bring to this convention and to the members here the ideas which Mr. Colby has in his paper of what the so called "regular" bookseller may do with religious books. We are to have as the last paper of the morning, "What Booksellers can do with Religious Books," by William J. Colby.

What the Bookseller Can Do With Religious Books

William J. Colby

The Association Press

OVER against an austere religion of yesterday, we have the smiling, genial spirit of today's religion—typified in much of our modern preaching, in religion as often lived, in many of the religious "best sellers."

Except for this change to a popularized religion there would be no place on the Program of this American Booksellers' Convention for the subject "What the Bookseller Can Do with Religious Books."

There were the hell-fire and brimstone days; then, the days when sparks of joy crept into sermons, into the living of religion, into the books about religion. Then, came the days of the Fosdicks of the pulpit, breathing full happiness into religion; affecting the daily rounds of life; affecting the trends of religious thought and action; making religious books appealing to a wide range of readers, instead of to the cloistered few.

In the bookstore of ten years ago, religious books were relegated (with some notable exceptions) to the extreme back shelves of bookstores. The label was "Theology," or the word "Religion" standing by itself and signifying much that had clung to it from the austere days.

The high, picket fence about this section of books kept off the wanderer interested in "religion and life"—not in theology or religion as things apart from life. The specialists in religion entered this section, but the "common people" hungry for the "bread of life" looked on and wondered what kind of stones would be given for needed bread. They seldom were enticed to search, and seldom sought.

Within the last six months I have browsed thru fifty bookstores. In nearly every instance, religious books were carried on shelves well up towards the front

of the store. There was some inviting label for the section, or there were a few shelves of religious books without label, standing there on the strength of what they had to offer as books related to the finer interests of life.

The gist of what I am saying is that *today* we have in religion an increasingly popular subject. *Today* we have in religious books, potential resources for a developing book business. Already these resources are being tapped, and with results that bear witness to the actualities of these resources.

We have not come to a millennium—either as to religion itself, to religious books, or to the sale of them. But we have come to the point where the National Association of Publishers, in its "year round bookselling" efforts recognize the value (to publishers and booksellers) of an annual "Religious Book Season." We have come to the point of acceptance as a subject on this convention's program of what the "Bookseller Can Do with Religious Books."

A year ago, I was asked to write an article upon this subject for the *Atlantic's Bookshelf*. What appeared represented the experience, observations, reflections of some years in watching the sale of religious books, watching what was happening in the inside of these books, how they were being read and used, how the market for them might be widened with profit to publisher, bookseller, and to the people served.

With your indulgence, there are some sections of this *Atlantic Bookshelf* article which I shall repeat in full, or in substance—as points as forceful today as a year ago.

It is well to bear in mind at the start that bookselling is a business, dealing in

purchases and sales, and reckoning with ultimate profits. Some one has said that profits must appear before "service" begins. That depends upon the nature and extent of "service." It is not impossible for certain types and degrees of "service" to be the means of creating and developing new lines of business, which may not actually be profitable in themselves, but which bear upon the profits of the business as a whole.

Variety of Modern Religious Books

I wonder myself about the immediately profitable nature of a stimulated sale of religious books within the general bookstore. There is, however, this to consider seriously—the possible, gradual effect upon the bookstore's total business, the quality and range of its customers, the nature of their purchases, when the bookstore makes an earnest effort to interest the potential religious book buyers of its community.

Modern religious books deal with every phase of human endeavor; they are related closely to life itself, to how the best ends of living may be served, and how the universal needs of life are to be met.

Speaking of needs, Calvin Coolidge has said: "We do not need more material development, we need more *spiritual development*. We do not need more intellectual power, we need more *character*. We do not need more government, we need more *culture*—We do not need more laws, we need more *religion*—We do not need more of the things seen, we need more of the things that are *unseen*."

In these needs of which the President speaks we come to something upon which we booksellers can base our expectations of a larger religious book buying public. Modern religious books contain the light which points the way to spiritual development—character—culture—religion—the things unseen.

These needs are not a thing apart from life—they are life, as is evidenced by the triumphant progress of "best sellers" in today's broad field of religious books. The purchasers of these religious "best sellers," and of those religious books more modest in their sales, are by no means confined to religious specialists. The community of potential buyers of religious books includes

church members in the large; the many eager men and women without definite church alignment; all of whom, for any reason, are seeking light upon spiritual development, character, culture, religion, the things unseen.

There is reason for this beyond the urge of seekers groping blindly. Embodied in many religious books is the flaming purpose of the author to be helpful, to illuminate the dark places, and to put before the reader his years of intensive living which have made his book possible. There is studied thought, wide experience, clear conviction, uplifting power, a genuine mission written into the pages of such books.

What the bookseller can do with religious books depends largely upon whether, at this point, he sees beyond the immediate sale and visions the potential buyers of modern religious books, and asks himself these questions: Who of the people who come into this store are prospective buyers of these books? What are the points of contact between these people and these books? What leads some people to buy, and would the same reasons lead others to buy? How about the people who seldom or never come here?

I am not unmindful that the bookseller is a busy person, dealing with a stream of people, a stream of titles in all the classifications of the business, and dealing with the many intricacies of the business. True enough, and yet the answers to these questions have their practical bearing upon the business as a business, and as a community service.

Creating an Appetite

A genuine service to the community may or may not be uppermost in the mind of the bookseller, but I leave it to him, if he can dodge that responsibility—let alone side step his potential market for modern religious books.

Until the California Fruit Growers Association got busy and revealed to the public the deliciousness of the orange and the variety of tempting ways in which it could be served, oranges were oranges, bought by some but passed over by the multitude. An appetite for the orange was created by visualizing to the consumer the

usefulness of the orange as a health builder, a table decoration, a choice morsel for the palate—and oranges doubled in sales.

When the urge within "common folk" for spiritual food, finer character, culture, an every day religion, is commercialized (if you will) by the bookseller, the sale of religious books may double.

There is a variety of ways to tempt the reading palate of prospective consumers of religious books. The same degree of ingenuity which has enabled the bookseller to whet the reading appetites in other fields of literature can be used to entice buyers into the diversified field of religious literature. The same *degree* of ingenuity is called for, but a good method of distribution in one classification of literature may be a poor method in handling religious books.

A popular novel, broadly advertised and generally known to be entertaining, needs only to be massed where customers can see it and sales are made. What happens when the "popular" title of a famous author of religious books is given similar display? The point of selling contact is established chiefly with that decidedly limited public who know something about the author and his books. The eager public, really wanting what is *in* the book, are not challenged—and pass on.

Relating Books to Human Needs

One point of emphasis in what the bookseller can do with religious books seems to lie in close analogy to what was done with oranges—of course, with local adaptation and on a scale of what is practical for any given bookstore to attempt. With religious books (in a general bookstore) it does not seem to work out successfully to pile them up, stick the price tag on them, and call it a day.

If we are to attempt to make that buying contact between the *needs* of people and the modern religious books which meet those needs, we must do something beyond the offering of these books for sale. Perhaps we can letter a placard with something interesting and informative about a book, an author, a group of books—*something* to make a few, at least, of the general public of the bookstore say, "What's this?"

A little of this kind of experimentation may lead the bookseller to see that in *relating religious books to the human needs of life* he has found an intensely interesting and gratifying part of his bookselling activities, as well as one remunerative in sales made.

Books Are Our Servants and Our Masters

He may begin to vision how religious books can be *grouped*; how one group after another can be displayed, with placards tying up *each* group of books to definite phases of human needs and interest; how these placards can carry humanized appeals to flash into the consciousness of the casual visitor, or the book browser; how thru the spoken word and the printed word the contact appeal can be made.

Once this vision is caught, there are innumerable ways to broadcast the information that "here are books for which you have been waiting." It would be folly to outline minutely just what the bookseller can do with religious books, as that depends so much upon the special nature of each bookstore and upon each bookstore's community.

In some communities, at least, this effort of the bookseller with religious books need not be a "playing it alone" game. There are the ministers, the other interested individuals, the groups of people in the church and outside the church, who can put influence, time and contagious enthusiasm back of the bookseller's efforts—if they will. They will, if the bookseller's own enthusiasm has zeal enough in it to make him really want to place more religious books in the homes of the many, rather than the few.

The great user of books has said "Some books are our *servants*—they bring us information; they tell us news; they keep us up to date—some books are our *masters*; we sit at their feet to learn—we catch new visions—we are captured by new truth." He was writing about books which fall under the broad heading of "Religious Books."

PRESIDENT MCKEE: Mr. Melcher will announce the elections to the Honorary Fellowships.

Announcement of the Elections to the Honorary Fellowship

Frederic G. Melcher, *Chairman*

ANNUALLY we venture to suggest those among us who have added to the standards of the Bookselling Fellowship, and this fellowship has each year taken increased importance among us as our opportunity to recognize the work of our friends and co-workers. We have elected since 1921, twenty-three people to this fellowship, of whom three are deceased, Charles E. Butler, William Harris Arnold and Frank Morris. At this time, we elect three more to that fellowship, and the announcement is one that I make with a great deal of pride and interest. The vote has been nation-wide and included all types of our members. The response was interested and enthusiastic, and I am sure that you have all enjoyed this opportunity to honor our friends.

There are among those present at this convention six of those already elected to the fellowship, and I would like when I finish reading their names to have them come forward and help me in making this announcement.

It so happens that of the three we selected two were unable to be here, and so it will be the part of the secretary to make announcements by telegraph to them. Of those present, there are George W. Jacobs of Philadelphia, now the senior member of

the fellowship, and the second person to be elected to the fellowship; Ward Macauley of Detroit (the only one of our ex-presidents who is at this convention); John G. Kidd, of Cincinnati; Henry S. Hutchinson, of New Bedford, and J. Joseph Estabrook, of Baltimore. I should be glad if those who are in the room would come up here just a moment while I make the announcement.

[The members of the Honorary Fellowship who were present came up to the platform.]

I should like to read the citation that goes with the name of the person who received by far the highest vote of this year. President of the American Booksellers' Association. Entered book-selling with Macauley Bros., traveled

with great success for Doubleday, Page & Co. Returning to the retail business he took up the management of the famous Woodward Ave. bookstore of Sheehan, one of the large book outlets of the country in the development of which he has shown book sense and sound business ability. His contributions to the work of the A. B. A. have been many and his work as presiding officer distinguished.

Both on account of appreciation of his bookselling qualities and our tremendous affection for Walter McKee as a personality, we welcome him into the Bookselling



Davis L. James

Fellowship of the American Booksellers' Association.

We will let Mr. McKee make his acknowledgement later and will just read the other two announcements.

A bookseller of rare culture and kindness, with a record of long and honored service in Cincinnati. He early entered into the bookstore founded in 1831 by his father, U. P. James; took it over in 1889 and has made it a store beloved by its patrons and influential for the best in literature and bookmaking throughout the Ohio valley. Davis L. James represents the highest traditions of bookstore service. Mr. James' home is in Cincinnati. I am sure that it is a fine thing that we recognize the quality of what he has done. We go to his store when we are visitors to Cincinnati, not to study his figures or turnover but to see how a man of rare personality so infuses that personality into



Marcella Burns-Hahner

a bookstore that Cincinnati is proud of him.

A bookseller who has built up one of the great book outlets of this country or any country through organizing ability, initiative and merchandising enthusiasm. Has shown imagination in trying new methods and exceptional talent in the training of assistants for her organization. She came into this important position after experience in the Emporium, San Francisco, Brown's Bookstore, Chicago, and A. C. Mc-

Clurg & Company, Retail. Marcella Burns Hahner, of Marshall Field & Co., Chicago.

PRESIDENT MCKEE: I should like to speak at length but all I will say is that if it were a book I could have said that I had one, but I never had one of these before and I shall never perhaps get one again. I shall content myself with saying that I appreciate it very, very much. Thank you.

THURSDAY MORNING SESSION, MAY 13, 1926

Executive Secretary Meyers read telegrams from Belle M. Walker of New York, and Mr. and Mrs. William R. Matthews of Omaha, Nebraska, and H. C. South, President of the New Zealand Booksellers' Association.

"New Zealand booksellers send hearty good wishes; successful conference." (Signed) H. C. South, President, New Zealand Booksellers' Association.

Marion Humble:

"Congratulations on good work done and doing. Warm regards to whole convention." (Signed) Belle M. Walker.

"Greetings to the members of American Booksellers' Association. Greetings to boys who represent the publishers in the middle west. Regret much we cannot be with you." (Signed) Mr. and Mrs. William R. Matthews.

PRESIDENT MCKEE: I have one telegram which I have purposely held out. Because of my very warm personal regard for the sender of it and the warm personal regard I feel all members of this Association have, I thought I should have the pleasure of reading it to you myself.

"Cordial greetings to all my friends. Hope the convention has been a grand success. Keenest regrets that I could not be with you. I raise my brown derby in fond salutation to you all. Hulings C. Brown."

The first item on our program this morning is the reports of the chairmen of the various group round tables. I am going to ask the chairmen of these round tables to give us suggestions that have been developed from these conferences and express whether it was the consensus of the round table that it was a good thing to have done.

I will call first on Mr. Tracht, Chairman of the College Bookstore Group.

Reports of the Round Tables

I. College Bookstore Association

F. H. Tracht, *President*
University of Chicago Bookstore

WE had a very fine meeting yesterday, extending to nearly six o'clock. About sixty were in attendance.

From the standpoint of the College Group I think the all-day session, Mr. President, is much better than the early morning conferences, and our group heartily endorses your plan.

Miss Dodd, as you know, was unable to attend, but she sent us an excellent report of some of the things she is doing in trying to establish relations with colleges; that is, the bookstore in relation to the college. She has made some very good headway, especially at Dartmouth and Mount Holyoke where she interviewed the faculty and arranged to carry a good line of general books and was able to have the faculty cooperate in referring the students to the store.

Earl Campbell of the University of Washington, Seattle, gave a fine paper on "Honesty Among Employees." They had made a survey of various stores in the vicinity of the University and checked them up. He had definite data on that, and I think you will hear about it later, perhaps, in a printed paper.

King Cole from Galesburg, one of the old timers in the circulating library field,



Fred H. Tracht

gave a fine talk about his experience, first with the book lovers' library and then coming down to his present scheme which is modeled after the type that is put out by the Publishers' Association.

We had a delightful little meeting, Mr. President.

II. Religious Bookstore Group

Joseph V. Pilkington, *Secretary*
Cokesbury Press, Nashville, Tenn.

I WILL try to make our report as short as the College Bookstore report.

The meeting yesterday was addressed by the Reverend Dr. Colby of St. Charles, Missouri, who spoke on the ministers and religious books. Following his address, there came the very important item of business—how we as a religious bookstore

group could make religious books interesting and profitable to the average bookstore and to every American community. I would like to read the findings of Dr. Colby. They are short.

"The Religious Book Section of the American Booksellers' Association believes that its administration includes an earnest

effort to meet the book needs of the community. It realizes that there is a necessity for more intelligent discrimination in the marketing processes."

He points out that the possible buyers of religious books include (a) the religious specialists in church and allied organizations, (b) those interested in trends of thought and in cultural and character development, (c) those needing the spiritual and character guidance afforded by religious books.

He reminds us of the varying degrees of intelligence, education, training and understanding within these groups.

He recommends that a committee of three be appointed by the chair to make a study of the practical ways of making it easier for people of all kinds to find the books they need and will be glad to buy, and submit its findings to the chairman of this section by September 1st for such distribution as seems desirable.

There seemed to be sentiment for permanent organization of the Religious Bookstore Section. This came about in the appointing of a committee to look into the possibility of such an organization, the service it could render to the American Booksellers' Association, and perhaps I could bring it to you in just the way we wrote it out.

"Sensing that the American Booksellers' Association would favor this group, the chair appointed three members to enlist the membership in the support of the entire re-

ligious booktrade between now and the next convention."

The group will attempt to widen the Association's program, to increase the membership of the Association and to conform to its present policies, and to make religious books profitable to the entire booktrade.

In addition to the above (publishers please keep your ears open) the following resolutions were drafted:

"The Religious Book Section goes on record as being unable to afford to concentrate sales efforts on books of less than forty per cent discount due to the high cost of merchandising.

"The Religious Book Section goes on record as favoring the slogan, 'More and Better Religious Books,' and authorizes that a letter be sent to the general denominational publishers, urging adherence to the slogan."

There, of course, were a great many other resolutions talked about and consideration given to them, but we feel that if we adhere to this program thru the entire year we will be of service to the entire Association, particularly to communities needing the character and guidance religious books can give them.

PRESIDENT MCKEE: Last year, ex-governor Morrow, in commenting upon my toastmastership, said, "Mr. McKee is a wonderful toastmaster because he is brief but he would be even better if he were briefer."

III. Department Bookstore Group

J. Joseph Estabrook, *Chairman*

Joseph Horne Co., Pittsburgh, Pa.

[Mr. Estabrook was not present to give a report, but the following report was written for the *Publishers' Weekly* by Albert R. Crone of the R. R. Bowker Co., who attended Mr. Estabrook's Round Table.]

THE department store group was well attended by well-known department store managers and assistants from stores in western, midwestern and eastern sections. Mr. Estabrook described the value of an information desk or service as

a store institution to draw trade and to render literary service. Such an information desk should take care of all inquiries regarding books and reading and to that desk the busy sales clerk should direct all persons whose demands could only be answered by considerable research. Such an information desk should be equipped with all necessary indexes and catalogs for finding books and the public should be coached to use these catalogs to answer their own needs. The information desk personnel

can also properly catalog and keep record of customers, their names, addresses, and interests. Department store managers who wish to install an information desk should sell the store management the value of this information desk as a store service and not as a selling department—a service that could be widely advertised to attract people to the store.

Another department of book distribution closely related to the bookselling function that came in for a great deal of discussion was the circulating library. This was also highly regarded as a service department, calculated to draw people to the department store and therefore properly not a part of the book department but a corollary to it. General opinion favored the circulating library as a profitable and essential department store institution that helped bookselling. There was a wide divergence of opinion as to the rental rates and the allocation of costs and overhead as between the book department and the circulating library.

Considerable discussion was carried on regarding the disposal of non-moving stock, all agreeing that a thoro house cleaning was essential annually. Department store practice on the part of the store management, however, was shown to direct department practice often to the point of forcing the clearing out of stock that the

book department manager would hold for sale at full price but that because of being in stock for a year or more the store management insisted on cutting.

The feeling was general that department stores and other stores in the book business in communities where no book mediums had developed and where no publishers' advertising was carried on might well unite to foster a good book review section of a local paper and then "sell" such paper as an advertising medium to publishers. As regards department advertising it was generally held that advertising direct by mail was preferable to the use of the telephone on ordinary advertising tho the use of the 'phone on a well-selected group of prospects to sell books of outstanding and particular interest was deemed profitable.

That the department manager should spend practically all his or her time upon the floor of the department was generally agreed. Such practice gave opportunity to speed up selling, to coach and instruct sales people and to promote the personality possibilities of a department.

Mr. Estabrook came in for enthusiastic praise for an instructive and lively conference. Discussion of all the topics mentioned was general and pertinent. Many other points were brought out in such rapid discussion as to leave note takers far behind.

IV. Small Town Bookstore Group

Jacob Fris, *Chairman*
Fris Bookstore, Holland, Mich.

WE had a very interesting group meeting. We discussed many general subjects but the meat of the whole discussion was the wonderful opportunity that the small town dealer has in being able to have a personal touch with his customers. Knowing almost everybody in the city, the bookseller should be able to learn what his customer wants and make it impossible for him to want to go to the bigger city.

Mrs. Blair told of her interesting department in *Good Housekeeping*. In her department she is trying to bring out the books she believes people in small towns will enjoy.

Plans should be worked out whereby the wholesaler should endeavor to show the different publishers' books at centrally located places once a year and invite the small town dealer to look them over. Very few travelers come to smaller places and the dealer does not get a chance to see what the publishers are doing.

We urge that more effort be made to get the small town dealers to join the A. B. A. and come to the conventions.

We recommend that the round table talks be an annual event at our conventions, and we believe the group will grow in numbers as well as in the knowledge of bookselling.

V. Children's Book Group

May Massee

Doubleday, Page Co., Garden City, L. I., N. Y.



May Massee

MISS ANDRUS stressed especially the idea that we ought not to miss activities for usefulness in trying to get new markets for children's books. Miss Hutchinson outlined the possibility in a department store for children's book work, and Miss Mahony's paper, which was

read by Mr. Melcher, stressed the possibilities of the children's rental collection. Then the discussion of the rental library for children began. Many people were against it; two or three were quite for it.

Finally Mr. Estabrook proposed that the

President of the Association appoint a committee to present at the next meeting a definite plan for the organization of the children's rental collection which should give an idea of the possibilities, how much it would cost and what should be the financial backing for such an undertaking. This motion was seconded and carried.

Afterwards Mr. Estabrook prepared a resolution which was referred to the Resolutions Committee. The idea of this was to be that the Booksellers' Association was to appoint a committee to confer with the publishers' association as to the advisability of changing the date of Children's Book Week from the fall to the spring. After some discussion the meeting adjourned.

PRESIDENT MCKEE: John G. Kidd of Cincinnati had charge of the Group on Accounting and Finance.

VI. Accounting and Finance Group

John G. Kidd

Stewart Kidd, Cincinnati

APPARENTLY, ladies and gentlemen, the members of the Booksellers' Association have got to the point at which they are not particularly interested in figures for the simple reason that they are making so much money they don't need to worry. It reminded me yesterday in our meeting very much of Sidney Conover's answer to a question as to whether he would take an inventory. He said he never did.

"Well, how do you know you make money?"

"I have it in my pocket." Apparently that is what happened yesterday.

We had five people at our group meeting, and we have found that Mr. Crowell's work in the book he has just printed contains practically everything that it was necessary to discuss. If you people aren't particularly interested in your finances, I recommend very highly and strongly that you go home and read this book right thru for I am sure you will find something of

general interest, and I hope that you will use it when you find it.

Mr. Crowell has spent a great deal of time on this and taken up all the various items and subjects which need the attention in the ordinary bookstore.

Next year I hope that we can get seven or eight people together at this meeting because it really is quite vital.

PRESIDENT MCKEE: Mr. Turner has charge of the Advertising, Mail Order and Special Effort Group.

[President McKee was informed that Mr. Turner was downstairs eating his breakfast but would be up shortly.]

PRESIDENT MCKEE: Very interesting. Has Mr. Estabrook arrived yet? (Not present.) He is having his lunch possibly. (Laughter.)

Well, I was reserving our good friend Fred Melcher, but we will have to have him now. Mr. Melcher had charge of the Large City Bookstore Group which was very well attended.

VII. Large City Bookstore Group

Frederic G. Melcher

Editor, Publishers' Weekly

I WANT to report for our group that it feels the round table type of discussion is valuable. It brings out so many things that we could have gone on for much longer discussion.

The consensus of opinion was that inasmuch as the problems of this group were common to most members of it there ought to be a sense of fellowship among the larger city bookstores so that anyone who has occasion to travel from one city to another would feel it a privilege and opportunity to call on other stores of the same kind in order to compare notes and thereby make good merchandising methods of one city available for another. There was a feeling that this same group should get

together next year and continue this type of discussion.

The Chairman was requested to bring to this meeting and ask your approval of the plan of sending a telegram to W. B. Clarke, one of the heroes of the American Booksellers' Association, whose name came especially to our minds because he, almost alone, fought the hardest fight for the price maintenance and an increased interest on the part of booksellers in good finance, a fight that Mr. Kidd is now continuing here this morning. Our group would like very much to have this convention send a telegram to Mr. Clarke. I would like to make that a motion.

The motion was seconded and carried.

VII. Advertising, Mail Order and Special Effort Group

Guy R. Turner

Doubleday, Page Bookshop, St. Louis, Mo.

[Guy Turner sent his written report.]

THE Advertising Mail Order and Special Effort Group Conference had an attendance of about forty.

We found coordinated advertising preferable to cooperative advertising with the publisher, that is linking the booksellers' announcement with the publishers' ad. which in most cases carries the phrase, "To be had at all booksellers." It was suggested that booksellers in each community advertise cooperatively to put over books as gifts on certain occasions such as Mother's Day. It was also recommended that there be more coordination between the publisher and the bookseller on the furnishing of postal circulars, etc., with a view toward the elimination of waste. By such elimination it was found that the publishers might be able to spend their advertising appropriations more effectively.

During the mail order discussion it was recommended that every bookseller build up a specialized mail order department by use of classification cards, using 36 classifications and a form letter to be merely filled in and sent out.

We recommend also less use of stuffing in monthly statements, unless no catalog is mailed out regularly.

In the Special Effort discussion we found that the direct returns on a campaign do not indicate its success. Any special effort on a worth-while book will pay for itself *provided* that the book is one that will be carried along by word of mouth.

It was also suggested that each bookseller start in his own town a special campaign to establish himself as the mind doctor of his community rather than a group of professional reviewers.

In the period of general discussion it was recommended that booksellers make more use of the publishers' facilities for building up mailing lists, learning to write advertising copy and sales letters. It was found that the publishers are anxious to help in this regard.

More departments in the bookshop were recommended, more specialization and more attention toward building up weak departments. It was also urged that booksellers analyze more carefully their window sales and effectiveness of display.

Report of the Resolutions Committee

Cedric Crowell, *Chairman*

THE Resolutions Committee has had five meetings. This doesn't include all our deliberations nor will we annoy you with it all. We have tried to analyze the material that has come to us which, by the way, I regret to say has not been as abundant as it should have been. There haven't been enough members of the association, in our opinion, who have recommended to the Resolutions Committee specific resolutions. We have had to use as the basis of our report, the reports of the President, the Executive Secretary, the Board of Trade, and one or two suggestions which have come in.

In the first place, I should like to say that we have not received from the children's book group a recommendation for the resolution which I note Miss Massee referred to. Unfortunately we have not been able to bring in this resolution.

It occurs to me, Mr. Chairman, that it might save us some time if after the reading of a resolution I may be so bold as to move as an individual that we accept the resolution. I think that may save some time in bringing the matter up for discussion. If I may be granted that privilege I should like to have it.

PRESIDENT MCKEE: You mean to vote on each resolution separately rather than to read them all thru and then vote on them?

I think we should consult the pleasure of the meeting. Do you prefer to have Mr. Crowell move that each resolution be adopted after the reading of it or would you prefer to have all the resolutions read thru first and then take them up separately?

MR. HUTCHINSON: I move that they be taken up one at a time. [Carried.]

Resolution No. 1

RESOLVED, that we endorse the action of the Executive Committee and the Board of Trade in incorporating the American Booksellers' Association, and be it further resolved that at this, the first annual meeting of the stockholders of the American Booksellers' Association, incorporated under the laws of the State of New York, we authorize the President of the corporation to hold 495 of the 500 authorized shares of corporate stock for the individual shareholders and that he be instructed to vote this stock in accordance with the desires of the stockholders as expressed by the majority vote on the following resolutions and as they may from time to time express their desires by majority vote.

MR. MELCHER: Mr. President, it seems to me that inasmuch as this is the first meeting that has been held since the incorporation, the membership ought to know just what incorporation means, what suggested it and also what the legal value of so handling the stock is. I am not putting that in a question because I think I understand, having had the thing explained, but I think it should be fully laid before the membership so they may go home entirely satisfied.

PRESIDENT MCKEE: I believe Mr. Crowell will be glad to explain.

MR. CROWELL: I very much regret that my mind is not sufficiently legal to be a lawyer. However, the Board of Trade felt that we should incorporate to limit individual liability to the members of the Association, to officers of the Association and to the members of any of the committees of the Association in case of suits being brought against the Association, thus minimizing any personal responsibility that we might be under in the event a suit were brought against us and prosecuted to success. It was with that idea in mind that the Board of Trade requested from the

Executive Committee the authorization to proceed with the incorporation of the American Booksellers' Association.

Messrs. Magel, Meyers and myself were for reasons of geographical location, designated as the incorporators, which merely meant that we three individuals filed requests with the Secretary of the State of New York for incorporation of the American Booksellers' Association and we were designated the incorporators. The incorporation papers were drawn by Mr. O'Callahan of Davis, Wagner, Heeter & Holton of New York, and we believe that they were adequately drawn.

The five hundred shares of authorized stock we decided upon as the proper amount of stock to be outstanding, and the incorporators, and, I believe, the President and the Treasurer, were each given one share of stock of no par value. It is necessary according to the laws of the State of New York for five shares to be outstanding in individual names, the names of the incorporators and the names of two other individuals. Messrs. Magel, Meyers and Crowell will immediately turn over their individual shares of stock to the Executive Committee which in the future will hold these five shares of stock.

You are all shareholders. All members are shareholders. No one of you has one whole share, therefore it seemed to us wise to make a recommendation that the

495 shares remaining be entrusted to the president of your Association to vote as you may from time to time direct by a majority vote as recommended in our Resolution No. 1. That resolution provides that the president of the corporation hold 495 of the 500 authorized shares. Now, of course, the president this morning is Mr. McKee—who the president this time tomorrow will be, I know not. This is so worded that the stock can be transferred from one president to another without the necessity of a vote in each case where transfer is made.

MR. MELCHER: I move that the first resolution be adopted as read. [Carried.]

PRESIDENT MCKEE: I think the whole point, very briefly, is this: That we wanted to incorporate to protect ourselves as any individual business protects its stockholders. At the same time we didn't want to change the by-laws of the Association. We wanted the powers of various officers to remain as they were, the Association to be controlled by the Executive Committee, and they, in turn, to delegate authority to the Board of Trade. Now your Executive Committee is also your Board of Directors. So the status of all the officers in the Association is exactly the same as it was, and the Association as a whole now has corporate protection.

Resolution No. 2

RESOLVED that we express our appreciation and gratitude to the Entertainment Committee of the 1926 Convention, Edwin I. Hyke, Chairman, for the splendid manner in which the arrangements for the comfort and convenience of its guests have been executed; to all of the speakers of the various sections, and particularly to the distinguished dean of American librarians, Dr. Bostwick, for his opening address to us and for his chairmanship of the Field Hall meeting; to the Advertising Club of St. Louis for generous courtesies extended; to A. and C. Boni thru whose generous courtesy Handy's Orchestra provided the excellent music; Blackwell Wielandy Book & Stationery Co. for contributing the attractive convention programs; to the management of the Statler Hotel for their cooperation in so efficiently meeting the convention's needs; to the Press for their satisfactory reporting of the convention activities and particularly to the St. Louis *Globe Democrat*, E. Lansing Ray, President, and his representative, Douglas V. Martin, Jr., for their cooperation in making possible the Field Hall meeting at Washington University; to the St. Louis Publicity and Convention Bureau for help before and during the convention; to Jack Curtis of the Riverview Club for his generous hospitality; and to the following for souvenirs: [Mr. Crowell read the names of those who had sent souvenirs. See "Playtime at the Convention," an account of the diversions at the Convention, which follows this account of Thursday's meeting.]

I regret that the Resolutions Committee even tho we searched high and low have apparently excluded one association from this group to whom our thanks should go.

Therefore, I should like to include in the first part of that resolution, before the souvenirs, that our thanks be extended to the broadcasting station KMOX. [Carried.]

Resolution No. 3

RESOLVED that we endorse the following recommendations of the Board of Trade:

"The Board recommends that the American Booksellers' Association in convention assembled telegraph Congressman Clyde Kelly and Senator Arthur Capper, our appreciation of their efforts to secure passage of the Capper-Kelly bill and urge them to so amend this that they will include copyrighted as well as trademarked merchandise."

[Carried.]

Resolution No. 4

RESOLVED that we recognize the great value that our members will derive from the clearing house plan as outlined by the Executive Committee and that we instruct the new administration to place it in operation when this may be done on a sound financial basis and when sufficient support has been pledged by the membership. The question of what constitutes sound financial basis and sufficient support shall be decided by the Executive Committee. However, we urge the most careful preliminary planning so that this valuable project for trade betterment may prove successful from the start.

[Carried.]

MR. CROWELL: I think it may be well at this particular time to report to you the deliberations of the Resolutions Committee on the code of ethics which was presented by the Board of Trade. The Board of Trade presented a code of ethics last year which the Resolutions Committee referred back to the Board of Trade. The proposed code of ethics this year has, as it happens, been printed in the *Publishers' Weekly*, May 8. Therefore, the Resolutions Committee felt that it should report to you what action said committee deemed desirable so that there might also be a record of what the Resolutions Committee did on the code of ethics question. If this had not appeared in print prior to this meeting, we should not have referred the matter back to you at all because the Resolutions Committee felt that the code of ethics, good as it is, is not yet in sufficiently complete form to adopt. The Resolutions Committee of course is at your disposal. If you wish to overrule the Resolutions Committee on the reference of this code of ethics back to the Board of Trade, that, of course, is your privilege, but the Resolutions Committee prefers to make no resolutions on the code of ethics but rather to refer it back to the Board of

Trade for further consideration. We feel that it is an exceedingly important step, that it is, as some one said, a crowning achievement of the Resolutions Committee. We feel that it must be the best that we possibly can make it, and in the opinion of the Resolutions Committee it is not yet that.

PRESIDENT MCKEE: What is your pleasure regarding the code of ethics? Do you desire to accept the recommendation of the Resolutions Committee?

MR. MACAULEY: I move that we concur with the recommendation of the Resolutions Committee and refer this matter back to the Board of Trade for their report.

MR. JACOBS: Could the code of ethics be referred back to the Board of Trade and Executive Committee with power?

PRESIDENT MCKEE: You can do anything you like.

EXECUTIVE SECRETARY MEYERS: I think that a request should be made to the members of the Association to cooperate in working out the code of ethics. This is the second time that this code of ethics has gone back to the Board of Trade. We

don't seem to be getting anywhere. There seem to be a number of ideas as to what should go in it, but we don't hear from the members of the Association, and as it is to be their code of ethics, I think that something should be done toward getting suggestions from each individual member.

MR. MACAULEY: The reason we desired to refer this back was that in comparing it with codes of ethics adopted by other businesses we find that our code as proposed is not complete enough and it is too general, it is not specific enough. Mr. Meyers' suggestion is indeed a very potent one. We should get the best consensus of opinion of the trade on what specific practices are good ethics for our business, and in our Resolutions Committee it was suggested that Mr. Crowell attempt to secure from leading members of the trade throughout the United States those specific things that we deem good ethics and that those things be incorporated in this most specific code.

If you ladies and gentlemen could study the codes adopted by the restaurant and lumber associations, you would find those codes just full of definite business practices that bind them together and commit them. A creed is not only something that we write and that we more or less subscribe to—it is something by which we commit ourselves not to generalities that we must be good and do business in a proper way but specifically to do certain things that the trade as a whole has defined as proper

practice. This is what should be in our code, and I fully believe will be if this plan is carried out.

MR. MELCHER: As one of those who are working on the plan I have thought of the different details that should be in the code of ethics. I don't think we should accept immediately the idea that every little question of whether this or that should be done is pertinent to a basic code. We may get it so detailed that we will have to spend future conventions taking out and putting in little phrases and paragraphs.

This code of ethics should be something like the Constitution of the United States rather than like a State penal code, and while I concur in the suggestion that it be referred back for elaboration, I should like to add the opinion that we can be too detailed in a matter of this kind. I went thru an entire book of these codes, and I don't fully agree with Mr. Macauley that all of the codes we would approve of contain detailed specifications. In fact, I think some of those are good ones to avoid. I am in favor of referring it back to the Board of Trade with a caution in regard to being too detailed.

PRESIDENT MCKEE: It has been moved that this matter be referred back to the Board of Trade. We were discussing, however, something which was really not a motion. Do you care to discuss it further?

[Carried.]

Resolution No. 5

RESOLVED that we call to the attention of all book publishers the importance of trying to reach with their book advertising, their book publicity and their book jackets, the present non-bookreaders. In the opinion of our Association much of the present advertising, publicity in jacket material is meaningless to the non-bookreader who represents our greatest potential opportunity for increased sales. And be it further resolved that we call to the attention of our membership the importance of trying to develop this potential market."

MR. MELCHER: In selecting this point of view for especial emphasis, I would like to inject a possible qualification or elaboration. It seems to me, in the discussion of the question of reaching the unbooked, that this is a matter that is discussed continuously. It is not a neglected subject. It is the most discussed question in the advertising and publishing groups that I am in

contact with, so much so that I have begun to feel that we are rather over-emphasizing the fact and looking for our immediate increase in sales from the unbooked. Now there are organizations in this country, for instance, a million school teachers working to teach people to like books, one hundred thousand more professors, and clubs of all kinds, all endeavor-

ing to make our American adult a book lover. Those agencies are going to be the major factors in bringing about a larger bookreading public among our adults.

I think that in working for the increase of the book using public we have got to emphasize the need of cooperation with all those agencies in order that there be a constructive and cooperative effort that will really bring about what we want. The question of the jacket is a minor one in comparison with this big problem. If all of us booksellers get together and help in the big movements, the schools and the adult education movement, the A. L. A., we may do more toward making a book using public.

In the meantime, the rent is going to be paid out of the people who are book lovers and the booksellers shouldn't get their minds off the fact that the man who is buying books in his twenties is the one who is going to pay the rent in the next forty years and not the person of fifty whose habits may be almost impossible to change.

PRESIDENT MCKEE: Is there any further discussion?

EXECUTIVE SECRETARY MEYERS: As a non-member, may I enter the discussion?

I think Mr. Melcher loses sight of the meaning of the resolution. I believe the Resolutions Committee brought in a suggestion to all publishers that they so phrase their advertising (regardless of what sort) that it would be easily understood by the non-bookreading public.

I have spent twelve months watching publishers' advertising, and I do not believe that a person who is not a regular at the bookstore cares what H. L. Mencken says about a book. I do not believe that that person cares whether this is a *big* book, nor do I believe that you can sell books in that way.

There must be a definite effort made on

the part of the publishers to sell something to the public and that attempt must be made not only thru the channels that reach the regular reading public. I believe that that is the sense of the resolution as brought in by the committee. Am I correct in that, Mr. Crowell?

MR. CROWELL: I might say there was some discussion in the Resolutions Committee on this resolution. It certainly was not meant in anyway to recommend a discontinuance of the effort to attract the present reader, but we did feel that much of the advertising takes too much for granted and it was that fact that prompted us to bring in this resolution as it is. The committee, however, would feel in no way disturbed if you decided not to pass the resolution. It is not of great importance, I should say. I think it is true, as Mr. Melcher says, that all publishers are striving to reach the non-book readers; they certainly are as much interested as we are. We merely thought that the publishers and the booksellers, too, were taking too much for granted.

PRESIDENT MCKEE: You have a motion before you. Do you care to discuss it further?

[Carried.]

MR. CROWELL: The Resolutions Committee is about to present to you a resolution which is rather delicate. I don't mean that it is "off color" in any way.

We have learned that it is very dangerous to consider discounts too specifically. We are liable to a degree under the laws of the country for what we say. We have therefore secured very good legal opinion before presenting this resolution. The President, I believe, will determine the form of discussion that follows our resolution and I hope that the resolution may be adopted without too much discussion, or defeated without too much discussion.

Resolution No. 6

WHEREAS business costs for conducting a retail business are constantly mounting, and particularly rentals for good retail locations, the retention of which as book outlets and the development of additional outlets for prospective book sales are dependent upon the margin of gross profit on the books sold; and

WHEREAS our merchants should and do aspire to carry in stock many meritorious works of slow turnover; and

WHEREAS present discounts do not in many cases allow for a safe transaction of business and for a reasonable return on effort expended and capital invested; Therefore, Be It

RESOLVED that we urge upon publishers the careful examination of their schedules of discounts with a view to a wider margin that will place bookselling on a sounder basis. We believe that a standard discount of 40 per cent will accomplish this purpose.

[Carried,]

Resolution No. 7

RESOLVED that we endorse the following recommendation of the Board of Trade:

"The Board again endorses the work of the Year-Round Bookselling Committee of the National Association of Book Publishers and urges an even more active cooperation by all booksellers in carrying out its program to stimulate book reading and book ownership."

[Carried.]

Resolution No. 8

RESOLVED that we endorse the following recommendations of the Board of Trade:

"The Board has watched with increasing interest and enthusiasm the work of Ellis W. Meyers, the Executive Secretary of the American Booksellers' Association. His efforts seem to us well directed to accomplish much good for the Association. We bespeak for him and urge your more active response to his requests for cooperation. He can be only as valuable to us as we make his office a clearing house for suggestions and criticisms and as we support him with necessary cooperation."

[Carried.]

Resolution No. 9

RESOLVED that we endorse the following recommendations of the Board of Trade:

"The Board would like to go on record again as opposed to federal, state or municipal censorship of books. We are, however, emphatically opposed to the publication of salacious books and we urge upon our membership the exclusion of such books from their shops."

[Carried.]

Resolution No. 10

RESOLVED that we endorse the following recommendations of the Board of Trade:

"The Board endorses the excellent suggestion of Venor M. Schenck in reference to uniform catalog practice on the part of the publishers. This would greatly facilitate reference work by booksellers and would result in increased book sales by making more easily available necessary selling information. A committee of the National Association of Book Publishers has already formulated some suggestions for a more uniform practice. We request all publishers to conform to this uniform catalog practice or to such further revision as may be proposed from time to time."

MR. KROCH: I believe that you could make much better use of the catalogs of the publishers, especially your "Trade List Annual" published by the *Publishers' Weekly* if you had an index that would enable you to find different titles, authors and subjects. Just at present we have either to remember the publishers or go to a great many different catalogs.

I realize the difficulty of preparing such an index but I believe it would be very beneficial to every bookseller in the country. Then we could make real use of the annual published by the *Publishers' Weekly*.

PRESIDENT MCKEE: That is exactly what this is to do.

MR. KROCH: I mean to make it specific.

MR. CROWELL: I don't think that is what this uniform catalog practice attempts to do. As I understand Mr. Kroch, he wants in the "Trade List Annual" an index to the various books listed in the trade annual. That does not come under the uniform practice suggestion.

MR. MELCHER: I think as publisher of the "Trade List Annual" I ought to express my interest in the furtherance of the uniform practice which we are so anxious to help put into practice. As a publisher I take a deep interest in what the "Trade List Annual" would mean.

Mr. Kroch's suggestion has been in our minds on several occasions, partly suggested by the English habit which is to index a catalog every three years, and partly from suggestions that Mr. Kroch has made. We have gone very carefully into this and into the cost, as it embodies a very important step in trade practice.

It ought to be said at this time that the new "United States Catalog" is coming out in about a year. The "United States Catalog" is practically an index to the "Trade List Annual" and the expense of both of them is very considerable. With this new and complete catalog in a year, I think it is dated 1927, the situation is a little different from what it was when we first took this matter up. I think that should be in the minds of those who use it.

In the meantime we are going to further

with every possible power this uniform catalog. It came up only in March when a good many catalogs were printed so if you are disappointed this year I think you will not be next year with the uniformity and usability of the catalog.

MR. WILSON: The trouble with some of the publishers' catalogs is that we are unable to find books in them because they do not index them. Why wouldn't it be all right to list them in the main part of the catalog and then have an index under titles the same as some of the publishers do. You could find the book under the title, for example.

MR. CROWELL: Mr. President, the Resolutions Committee makes no attempt in this resolution to specify what those changes shall be. It merely commends the effort for uniform catalog practices and urges publishers to adhere to such recommendations as may be made to them.

PRESIDENT MCKEE: I think this resolution has got to be more or less general in character. If it is to have any value it should not go into specific details. The effect is of a general recommendation worthy of consideration as a resolution and that is what you are now considering.

[Carried.]

MR. CROWELL: The members of the Resolutions Committee will begin to be rather set up if you accept all the rest of our resolutions.

Resolution No. 11

RESOLVED that we endorse the following recommendations of the Board of Trade:

"One of the practical problems of retail bookselling is a rapid depreciation of stock due to soiling. This is particularly noticeable in the case of stock items of slow but regular turnover. A partial solution of this problem has been effected by those publishers who are staining the tops of their books. It is the opinion of the Board of Trade that many of our members would find it profitable to carry a more comprehensive stock if the books were so manufactured that soilage would be reduced to a minimum. We, therefore, request all publishers to study the feasibility of staining the tops of their publications. Increased sales for booksellers and publishers will be the result."

[Carried.]

Resolution No. 12

WHEREAS it is the common knowledge of booksellers that library business cannot be profitably handled at the rates now being currently quoted, and

WHEREAS cut-throat competition for quantity orders has brought about great confusion in the trade, and recriminations between publishers, jobbers and booksellers, therefore be it

RESOLVED that booksellers be urged to resurvey their costs of handling library business and to put quotations on the basis of service competition with a profit for the work performed, and that publishers and jobbers be strongly urged to take a sounder view of the whole problem in order that the channels of distribution may function more rationally thru the retail bookseller.

[Carried.]

Resolution No. 13

WHEREAS the American Booksellers' Association has accomplished so much of constructive value in the interest of bookselling generally and specifically in the improvement of conditions affecting net returns to all booksellers, members and non-members alike, and in the wider dissemination of sound literature, and

WHEREAS practical plans of even greater importance and value are now being undertaken, be it

RESOLVED that we call upon all American Booksellers in every state to rally to the support of the Association and to lend every aid and support possible in these projects, and that we challenge every bookseller not now a member to place his name upon our rolls as a duty he owes to the great profession to which he belongs, and be it further

RESOLVED that to insure that the work of the Association may be conducted on a sound financial basis and that the program planned may not be restricted and hampered by lack of necessary funds to carry on, the dues of that Association shall be \$15 annually for active and \$10 annually for associate members.

[Carried.]

Resolution No. 14

RESOLVED that we express to the officials of the Western Union Telegraph Co. our appreciation of their cooperation in our "Books by Telegraph" campaign.

[Carried.]

Resolution No. 15

RESOLVED that we authorize our President immediately to appoint a committee on bookselling education which shall cooperate wherever possible with all agencies now carrying on such education, and be it further

RESOLVED that this committee carry to immediate completion the extension course in retail bookselling referred to in the report of the Board of Trade.

[Carried.]

Resolution No. 16

RESOLVED that we officially adopt the new American Booksellers' Association incorporated emblem and that we recommend to all members the conspicuous use thereof in our stores and wherever possible in advertising material and stationery.

[Carried.]

Resolution No. 17

RESOLVED that we express to the National Association of Book Publishers our appreciation of their effort to effect a reduction in the postal rates on books, and that we offer to them our aid in every possible way to further this object.

MR. CROWELL: I might say, if you will permit me, Mr. President, that the Postals Committee, I read in the paper yesterday or the day before, has failed to make a recommendation in line with the publishers' suggestion, but I do think it is important

that we go on record as appreciating their efforts. I think they will continue anyway, but we owe them our thanks. We have done no active work in this matter but they have.

[Carried.]

Resolution No. 18

RESOLVED that we express to the *Publishers' Weekly* and to the *Saturday Review of Literature* our appreciation of their cooperation in endeavoring to create book sales for the bookstore and in carrying our publicity.

MR. HYDE: I move its adoption.

LOWELL BRENTANO: May I inquire of the Resolutions Committee why it should be limited to those two magazines? Not that I am representing any other but I should have in mind, for example, especially the *Atlantic Monthly* which I think does a great deal to further the sale of books in bookstores.

MR. CROWELL: I think Mr. Brentano's point is very well taken. The reason that we specifically included the *Publishers' Weekly* and the *Saturday Review of Literature* was because they have both given us without charge space in their periodicals for the dissemination of information to our members and to the public at large in the attempt to inform the public as to what we are trying to do. I do think that the *Atlantic Monthly* should be included in that resolution and I so move you, Mr. Chairman, that it be amended to include the *Atlantic Monthly*.

EXECUTIVE SECRETARY MEYERS: I object to that amendment because I think that the two magazines in question, the *Publishers' Weekly* and the *Saturday Review of Literature*, have made a definite attempt to aid us in our campaign and I do not believe that they should have any other magazines included with them.

I feel that the *Atlantic Monthly* has done a great deal for us but not so unselfishly as the two in question, and I would suggest to the Resolutions Committee that a resolution be brought in recommending that periodical and those other magazines that have aided so greatly in general book promotional work, but I do not see why we should put anything in with the *Publishers' Weekly* where we have had a page every week, a lot of editorial space, or the *Saturday Review of Literature* where we have had a weekly column for about the last eight weeks.

MR. HUTCHINSON: I move the adoption of the resolution as amended.

[Carried.]

MR. CROWELL: I would like to appeal the decision of the Chair.

PRESIDENT McKEE: Do you sustain my decision that this amendment was carried?

[The motion was lost.]

MR. BRENTANO: I don't want to start a tie-up over this point which is comparatively unimportant and the *Publishers' Weekly*, after all, is the official organ of the booktrade. I don't think we can classify that with any other magazine. But to link in a private magazine like the *Saturday Review* with the *Publishers' Weekly* and then leave out all other magazines, I think is creating a rather dangerous precedent which might have unpleasant complications.

EXECUTIVE SECRETARY MEYERS: I believe that any organization that will come to us and offer us space that it can sell and get a return for, for our use in working up our campaign, with no thought of gain, no selfish motive, just because of the fact that it feels it is for the good of the booktrade, deserves our wholehearted support. I believe that these two magazines who have done this for us deserve the support of this Association and should be recognized by this Association as having done these things for us. It is the least that we can do for them.

MR. JACOBS: Mr. Chairman, I am in agreement with Mr. Brentano that in undertaking to pass a motion of this kind we are on delicate ground. While I am in hearty sympathy with the commendation of these two particular periodicals named in the resolution, I am also of the opinion that in order not to create invidious distinction we ought to include all of the publications thruout the country that have given us so much publicity during the past year and I think the best way out of the situation is to vote down the resolution.

MR. MEYERS: I don't want to prolong this discussion but somebody has just said that it is not important. If we are going to do anything for this Association, if we are going to make this Association known, if we are going to do anything for our members by linking them up with the name of the American booksellers, I cannot see why the two magazines that have done the pioneer work for us should have to drag along the bulk of the magazines that have book departments because they know that they are going to be of interest to their readers.

Granted that they are helping us, these two have pioneered, have allowed us to use our name (the *Saturday Review* in particular going to the public while the *Publishers' Weekly* goes to the trade) in bold face italics. We are putting it over to 24,000 people and I don't understand why anybody doubts the effect of that publicity nor do I understand why you class it with the rest of the magazines.

MR. MELCHER: I want to speak regarding that. I believe that this Association is definitely interested in having all mediums take interest in the practical distribution of books as well as in their literary valuation, and I believe that all mediums taking such an interest ought to have our special approval.

The reason I suppose the *Atlantic Monthly* is suggested is that it broadened its attitude from the purely literary to the sense of ownership. There has also been a creditable suggestion of that in other directions. To me that tendency to emphasize book ownership, book distribution, interest in bookstores, ought to be encouraged from here.

I should like to approve Mr. Jacobs' motion altho it is probably not in order for me to do so because I think that our interest has been selfish. We are definitely and selfishly interested, if I may say that, in a greater American booktrade and naturally we think the American Booksellers' Association ought to be emphasized but we don't want any emphasis on our part of it and we believe this resolution ought to be rephrased or dropped.

MR. MACAULEY: Mr. President, we have another resolution that we are to bring back to the Convention after a slight recess and I would like to ask if this matter cannot be referred back to us and in the light of this discussion I believe we can frame a resolution that will be satisfactory to all. At least we will attempt to. If it is not at that time vote it down.

PRESIDENT MCKEE: As I understand it we have an amendment made by Mr. Jacobs and supported by Mr. Melcher.

MR. MACAULEY: I think a motion to refer back would take precedence.

[The motion was seconded by Mr. Crowell and carried.]

[In its final form this read:]

Resolution No. 18

RESOLVED that our Association acknowledge its indebtedness to all publications which are emphasizing the ownership and reading of books and the development of bookselling. Their splendid and constantly increasing cooperation is thoroly appreciated. [Carried.]

Resolution No. 19

RESOLVED that we restate our motion that books should not be offered as premiums with magazines and other merchandise and that book publishers countenancing such practice are cheapening their product in our opinion and curtailing its sale in the natural retail outlet of the bookstore.

[Carried.]

Resolution No. 20

RESOLVED that we endorse the proper cooperative efforts of those publishers who are constantly advertising their books as for sale at bookstores as quoted, and be it further

RESOLVED that we urge all publishers to conform to the good practice of carrying in their advertising copy the words, "Buy from your bookstore," or words of like import.

[Carried.]

Resolution No. 21

To which I call your special attention:

WHEREAS thru many years Walter V. McKee has given unstintedly of his splendid abilities and constant enthusiasm to the work of the American Booksellers' Association, and particularly during his two years as our president has evidenced rare qualities of leadership and wisdom that have made his administration a notable one, therefore be it

RESOLVED, that we do express to Walter B. McKee our sincere appreciation of all the services he has rendered to this Association and to bookselling generally.

MR. MACAULEY: I move the adoption of this resolution by a rising vote.

PRESIDENT MCKEE: Thank you very much.

[The members rose and applauded.]

Resolution No. 22

WHEREAS the general inquiry among the delegates to this convention by members of the Resolutions Committee reveals an almost unanimous sentiment favoring an eastern city for the 1927 convention of the American Booksellers' Association, Incorporated, therefore be it

RESOLVED that the Association recommend that the Executive Committee be instructed to select some eastern city for the 1927 convention, to be announced to the membership in the immediate future.

MR. CROWELL: Before we vote on that resolution it may be pertinent to inform you as to the invitations we have had this year for our convention in 1927 and in some cases in 1928. Kansas City, for instance, wants us to come there. It doesn't think we will come in 1927 but it would like to have us come in 1928. Soon we will get invitations for the convention ten years in advance.

MR. REILLY: The only way that anything is accomplished in the Congress of

the United States as to new legislation is by forced public opinion. I am connected with several organizations, and we have found that a resolution from the national body does carry some weight in Congress. It seems to me that it would be well for this Convention to aid and assist the committee that is carrying on the work on this postal bill for a reduction of rates on books. I, therefore, offer this resolution which I am doing with the sanction of Mr. Crowell.

Resolution No. 23

RESOLVED that the American Booksellers' Association in national convention assembled urge upon Congress the passage of legislation to reduce postal rates on books.

I don't care to make that any more lengthy, but if it is adopted I would suggest either that you take action or I will introduce another motion that a copy of this resolution be wired to the Honorable David O'Connell with the request that he lay it before the chairman of the two committees in the House and Senate.

[Carried.]

Mr. Chairman, this concludes the resolutions Committee.

PRESIDENT MCKEE: Are there any further resolutions you would like to present to the Association?

MR. HUTCHINSON: I move that the resolutions as a whole be adopted by the Association.

[Carried.]

PRESIDENT MCKEE: I now call then for a report from the Auditing Committee, Lowell Brentano, chairman.

MR. BRENTANO: We have audited the treasurer's statement as follows: "Altho

the bonds and securities owned by the Association were not submitted to us for verification, we checked the membership records individually against the cash book, compared the check stubs and reconciled the bank balance with outstanding checks. All of these operations balanced, and the committee accordingly by a unanimous vote certified to the correctness of the treasurer's report.

[It was moved by Mr. Littlejohn, seconded and carried, that the report be accepted.]

PRESIDENT MCKEE: I now call for the report of a very important committee, the Nominating Committee of this Association, Frank Magel of New York, chairman.

FRANK MAGEL: Mr. Chairman, members of the American Booksellers' Association: Your Nominating Committee presents the following ticket for the coming year:

Officers Elected for 1926-1927

President, JOHN G. KIDD, Stewart Kidd, Cincinnati

1st Vice President, J. J. ESTABROOK, Joseph Horne Co., Pittsburgh

2nd Vice President, EDWIN I. HYKE, Stix, Baer & Fuller, St. Louis

3rd Vice President, TINA J. CUMMINGS, The William Hengerer Co., Buffalo

Secretary, HARRY V. KORNER, Korner & Wood, Cleveland

Treasurer, STANLEY G. REMINGTON, The Norman, Remington Co., Baltimore

For the Board of Trade for three years:

CEDRIC CROWELL, Doubleday, Page Co., New York

WALTER S. LEWIS, Presbyterian Board of Publication, Philadelphia

ARTHUR BRENTANO, JR., Brentano's, New York

STANLEY G. REMINGTON, The Norman, Remington Co., Baltimore.

WALTER V. MCKEE, John V. Sheehan & Co., Detroit

Alternates:

A. G. SEILER, New York

P. J. SEFRANKA, Famous & Barr, St. Louis



*John Kidd, the New President
of the A. B. A.*

PRESIDENT MCKEE: Is it your pleasure that these nominations be closed or have you others to offer?

[It was moved, seconded and duly carried that the nominations be closed.]

MR. LITTLEJOHN: If it is in order I would like to move that Mr. Magel be authorized to cast one vote for the election of these various nominees.

[Carried.]

MR. MAGEL: I take great pleasure in casting that vote.

MR. KIDD: I deeply appreciate this very great honor you have so graciously conferred upon me and, following our worthy president here who with his scintillating wit and ready action has at all times been able to handle any situation of any kind, whether parliamentary or otherwise, I am indeed deeply flattered that you should have chosen me.

I feel really, however, that for the good of the organization, considering the many, many important things that are now in

line which he has started, it might have been well if he had served another year, but I understand from Mrs. McKee that his theatrical engagements for next year were such that it was impossible for him to continue in this position.

However, I might add, too, that last night I saw a demonstration of his that was most agreeable indeed to all parties there. But in all seriousness, with your help and cooperation, I shall endeavor to the best of my ability to perform the duties which this office requires.

Ladies and gentlemen, I thank you for the vote of confidence you have given me.

PRESIDENT MCKEE: John forgot he was supposed to talk about himself and not me.

I now take great pleasure in announcing the election for First Vice-President J. J. Estabrook of Baltimore.

[Mr. Estabrook was not present.]

Edwin I. Hyke as Second Vice-President. We would like to have a word from Mr. Hyke.

MR. HYKE: I don't think you should have hung this job on me. I thank you for the honor, Mr. President and members. It is a very nice thing. I am happy about it.

PRESIDENT MCKEE: Miss Tina Cummings as Third Vice-President.

MISS CUMMINGS: I thank you very much, all of you.

PRESIDENT MCKEE: Mr. Korner, I have the honor to inform you that we re-elected you to the Secretaryship of this Association.

MR. KORNER: Thank you

PRESIDENT MCKEE: Mr. Crowell, I have the honor to inform you that we have elected you to the Board of Trade of this Association.

MR. CROWELL: Thank you so much.

PRESIDENT MCKEE: Stanley Remington is the new Treasurer. Mr. Remington, unfortunately, has not been able to be with us this year. That is why we are able to wish that good job on him.

I want to tell you a little secret. As a matter of fact, the only reason we are very



*Stanley Remington
The New Treasurer of the A. B. A.*

anxious to have Mr. Remington take over this treasuryship is because Mr. Kidd was not very keen about accepting this job as president and finally I told him if he insisted too much on not taking it we might think he was somewhat loath to give up his treasuryship. Upon my threat that such report would be circulated, he agreed to serve.

MR. HUTCHINSON: May I say just a word that I think might be of interest to the members. Captain W. B. Clarke is the custodian of the old state house in Boston. I thought you might be interested to know. He has a very pleasant; a very agreeable position and is enjoying good health and enjoying his work there very much. If any of you are in Boston I am sure you would enjoy visiting the old state house there and seeing Captain Clarke.

PRESIDENT MCKEE: Is there any further business to come before us? If not I shall be glad to entertain a motion that we adjourn.

On motion regularly made, seconded and carried, the meeting adjourned at eleven thirty-five o'clock.

The College Group Conference

THE College Bookstore Association met in its annual session at St. Louis at the time of the meeting of the Booksellers' Association and joined with the latter Association in its general activities. While having its own organization and its own special objectives, most of the college booksellers are also members of the A. B. A.

On Wednesday, May 12th, the sessions were opened by the president, Fred H. Tracht, of the University of Chicago Bookstore. A report and discussion on "Relations with Publishers" was led by Wilbur E. Pearce of Syracuse University. A detailed report on "Special Investigations Into the Problem of Honesty Among the Employees" was made by Earl F. Campbell of the University Bookstore, Seattle, Wash. In the afternoon, C. S. Cole of King Cole's Bookshop, Knox College, Galesburg, Ill., read a paper on "The Circulating Library," and a discussion on "Textbook Exchange" was made by Edward H. Brill of Rutgers College, New Brunswick, N. J., and Edward Grady of the University of Wisconsin. Both morning and afternoon sessions were largely attended, there being about sixty present, and, among other topics that were brought forward were "The Selling of Foreign

Books," "The Handling of Magazines," "Reducing the Price on Overstock," "The Methods of Publicity," etc. All of the members agreed that the sessions were practical and helpful. The situations in the different centers have so much common character that the exchange of experiences is especially valuable.

On Wednesday noon, the Association was the guest of the bookstore of Washington University, and Dr. Lippincott, professor of economic research, spoke on "The Student and His Books," developing the theme of the bookstore's part in creating a love of books among the students.

Friday morning, at 8 o'clock, a large part of the conference embarked in fast buses and made their way on an all-day auto trip over the Santa Fe and Daniel Boone trails to Columbia, the state capital of Missouri, where they were the guests of Lucas Brothers of the University of Missouri Bookstore, one of the most up-to-date and modern shops on any university campus. A luncheon was tendered to the group at the Daniel Boone Tavern, at which President Brooks of the University of Missouri spoke. The party returned to St. Louis by evening.

Election of Officers

At the final session, new officers were elected:

President, HARRY MEESE, University of Pittsburgh Bookstore, Pittsburgh

Secretary, MAY DENNIS, Washington University, St. Louis

Treasurer, WARD G. BIDDLE, Indiana University, Bloomington

Directors:

FRED H. TRACHT, University of Chicago, Chicago

B. E. SANFORD, Cornell, Ithaca, N. Y.



*Department for General New Book Stock in the fine building
of The Missouri Store Co., Columbia*



*The College Bookstore Association were guests of Lucas Bros.,
The Missouri Store Co., at their beautiful new store at the
University of Missouri at Columbia*

Play Time at the Convention



Temple Bailey
Who wrote
"The Blue Window"

ST. LOUIS was nothing if not hospitable to the American Booksellers' Association, and the plans for the entertainment of the guests of the Convention were carried out smoothly and to the complete satisfaction of everyone. Great

credit is due to the work done on this by Edwin I. Hyke, chairman of the committee, and the thanks of the Convention was expressed on the final evening by the gift of a handsome gold fountain pen.

On Monday evening, the Hotel Statler roof garden was the scene of an extremely successful and enjoyable get-together dinner-dance, the music for which was supplied by Handy's orchestra thru the courtesy of A. & C. Boni, publishers, who also presented to each guest a copy of "Blues," a collection of Negro music edited by W. C. Handy and just published for the trade in a book of striking appearance illustrated by Covarrubias. The orchestra played jazz music as it is seldom played, and there was a cordial spirit of friendliness among old acquaintances and new that made the evening memorable.

On Tuesday noon, the Convention met at a joint luncheon with the Advertising Club of St. Louis, again in the Hotel Statler. The big hall was crowded, and Richard Halliburton, author of "The Royal Road to Romance," told brilliant tales of adventure which were enthusiastically received by both ad men and bookmen.

On Tuesday afternoon, there was a sightseeing trip around St. Louis, and the beautiful weather gave a good opportunity to see the fine residential and park districts of the city and the slightly location of Washington University. The automobiles then brought up at the Riverview Club, where there was opportunity for golf and baseball as well as for a dinner and dance.

Wednesday evening saw the scene of the

booksellers' interest transferred to Field Hall of Washington University for the public celebration which was given under the joint auspices of the American Booksellers' Association and the St. Louis *Globe Democrat*. This alert morning paper co-operated splendidly in the Convention affairs, and the publicity which they gave to this evening's event brought a crowd of 6,000 people to the big hall. It was a colorful and interesting evening, and the program was all that could have been desired. Chancellor Herbert S. Hadley of Washington University served as host and Dr. Arthur E. Bostwick, librarian, as chairman of the evening. Charles J. Finger, author of "Tales of Silver Lands" and other books, opened the program in his brusque and witty way and set the tempo of friendliness and good spirits for the whole program. Mr. Finger stayed with the Convention thruout its sessions and was a popular figure everywhere he went. Stuart Sherman, editor of "Books" of the *Herald Tribune*, contributed a brilliant and stimulating talk on "The Audiences of Books" and kept the crowd in laughter and applause. His address will be printed in full in the *Publishers' Weekly* of next issue. Temple Bailey, who had been so active and helpful to the Reception Committee of the Convention and who was so gracious to the guests of St. Louis, read the last chapter of her "Blue Window," her latest book, which was later given as a souvenir to the convention. Carl Sandburg, poet and biographer, brought his guitar and sang in his inimitable way three or four of the folk songs of America, including the famous "Boll Weevil" song. Captain Gilbert Frankau, author of "Masterson" and other books, who has been touring America as an independent ob-



Gilbert Frankau
Author of
"Masterson"



Stuart Sherman
Editor of "Books"
(N. Y. Herald
Tribune)

server and who has been a most welcome guest at the convention, gave a spirited talk on American and English affairs, and his talk had special point as the day's papers had carried news of the British strike, a consummation of events as he had prophesied on other platforms the week

before. Richard Halliburton, author of "The Royal Road to Romance," told of a night spent in the Taj Mahal, supplementing the stories of exceptional adventure which he had told the previous day at the Ad Club luncheon. After the session was over, the speakers adjourned to the Hotel Mayfair and the broadcasting station of KMOX, where all took part in an hour of literary program, which was very ably arranged and conducted by Ellis Meyers, executive secretary of the Booksellers' Association.

The banquet was in the gardens of the Statler roof, and the accommodations were taxed to take care of the many guests. President McKee presided in his deft and witty manner, a function in which he has few equals and no superiors. The president introduced the guests of honor at the head table, who included Charles J. Finger, Temple Bailey, Paul Honoré, Captain Gilbert Frankau and Laurence McDaniel.

"Ladies and gentlemen:" said Mr. Finger, "Good health, may we meet again. I invite you all out to Arkansas—one at a time, please. I want to tell you how humbly I kneel at the knees of you booksellers who make it possible for authors to live. I shall not try to say all that I have within me. Sooner would I see youth and beauty on the floor. On with the dance. Let joy be unrefined,



Carl Sandburg
The Poet who wrote
Lincoln's Biography
"The Prairie Years"

and good luck to all of you!"

When Paul Honoré was brought to his feet, he responded, "Just let me say it with paint."

Temple Bailey responded with a very witty parody on "Gentlemen Prefer Blondes," which she entitled "Gentlemen

Prefer Bonds." "Ten years ago," she said, "when I made my first very unambitious little talk to booksellers in Philadelphia, I really didn't know what booksellers were. I thought they were only people who sold books. I didn't know they were men and women who decided our destinies and that it was thumbs up or thumbs down for an author when the bookseller said a book was worth while or not."

Richard Halliburton responded with a brief toast, and Captain Frankau told English stories for American consumption. Mr. McDaniel, an orator of much local reputation, proved to be one of the best after-dinner speakers that the booksellers have ever had with them, and his pointed and well-told stories were roundly applauded.

In expressing the convention's appreciation of the boundless hospitality of St. Louis, President McKee said, "We, today, in various resolutions thanked individuals and institutions who had given us hospitality with a free hand, but tonight we still would like to make one more recognition. We would like to recognize the man who is known to us all as "Ed Hyke." A number of years ago, Ed Hyke was on a nominating committee of this Association in Chicago and was responsible for my name being upon the ticket for election to secretary, the first office I ever held in this Association. I have had



Charles J. Finger
Author of "Tales
from Silver Lands,"
winner in 1925 of
The John Newberry
Medal



Richard Halliburton
Author of
"The Royal Road to
Romance"

it in for him ever since, and this year appointed him chairman of the Entertainment Committee. I call on our chief executioner, John G. Kidd, to execute the sentence which we have decided to pronounce upon Mr. Hyke, who will please step forward."

MR. KIDD: "I am like my friend, Mr. Finger—I am too full for utterance. Edwin, on behalf of the American Booksellers' Association, it is my pleasure to present to you a gold pen, which symbolizes our gratitude for your courtesy and our feeling of respect for your administrative ability."

MR. KIDD presented Mr. Hyke with a gold fountain pen which was suitably engraved.

MR. KIDD: "Mr. Melcher will please step forward and add another feature to this evening's function."

MR. MELCHER: "This particular job was wanted by everybody, but it was concluded that I was the best megaphone. We are going to give Walter McKee a new watch. Members of the Association fully understand the spirit and purpose of this presentation. To some who are not members we make brief explanation. To carry on the work of a national organization of this character is not easy. To receive suggestions, to keep a cooperative and optimistic spirit thruout the year and thru two years is no mean task. By election to presidency, we place a great burden on these friends of ours. They accept it cheerfully, keep our affairs going and make it possible for this profession to take pride in its growth and improvement. For the last half dozen years we have been moving from city to city and from point to point in a constructive program, and the administration of Walter McKee brings us to a high water mark in the Association's history. But we do not pause this evening merely to express our appreciation of him as an able executive and as a competent bookseller, we also wish this opportunity to express our deep and abiding affection for Walter V. McKee of Detroit. We want him to keep this watch as a memento of his administration and to remind him that we shall long remember him as head of the organization and as a loved friend."

Souvenirs for Convention Guests

Blackwell, Weiland & Co. Recipe Book.

Bobbs-Merrill. "The Red God's Call" by C. E. Scroggins.

A. & C. Boni. "Blues" edited by W. C. Handy.

Charles Clark & Co. Bridge and dance tallies.

Doubleday, Page & Co. "Rough Justice" by C. E. Montague.

Grosset & Dunlap. Paper bags for handling souvenirs.

Henry Holt & Co. "Franz Liszt" by Guy de Pourtales.

A. A. Knopf, Inc. "The Connoisseur" by Walter de la Mare.

Laird & Lee. A diary.

Little, Brown & Co. "Prodigals of Monte Carlo" by E. Phillips Oppenheim.

Lothrop, Lee & Shepard Co. "The News Hunters" by Francis Rolt-Wheeler.

Robert M. McBride & Co. "The Heart of Black Papua" by Merlin Moore Taylor.

Rand McNally & Co. "A Touring Atlas of the United States."

National Publishing Co. An autograph album.

Thomas Nelson & Sons. "A Tourist's Guide to French."

Penn Publishing Co. "The Blue Window" by Temple Bailey.

Charles Scribner's Sons. Souvenir book of Ring W. Lardner.

George Sully & Co. "Facing Forward: An Anthology."

University of Chicago Press. "Gold's Gloom," Selections from.

P. F. Volland & Co. "A Sunny Book."

American Library Association. "The Poetry of Our Times" by Marguerite Wilkinson.

Record of Attendance

- Abramson, Mr. and Mrs. Ben, Argus Book Shop, Chicago.
- Allen, Kenneth A., Allen & Co., Waukegan, Ill.
- Anderson, Philip M., Putnams, New York.
- Andrus, Gertrude, Frederick and Nelson, Seattle.
- Arnall, Mr. and Mrs. M. L., Lamar & Barton, Richmond.
- Bachmann, Mr. and Mrs. Geo. F., Thomas Nelson & Sons, New York.
- Baer, Lewis S., Albert & Chas. Boni, New York.
- Bailey, Temple, *Author*, St. Louis.
- Baker, Ellis K., J. B. Lippincott Co., Philadelphia.
- Baker, Ingham C., G. & C. Merriam Co., Springfield.
- Ballin, H., C. Witter Co., St. Louis.
- Barkshire, Mr. and Mrs. C., Univ. Co-op. Store, Columbia, Mo.
- Barnes, W. R., Barnes & Noble, Inc., New York.
- Baxter, Chas. R., St. L. News Co. Inc., St. Louis.
- Baxter, Leroy, Garden City Publ. Co., Chicago.
- Bean, Mr. and Mrs. Donald P., University of Chicago Press, Chicago.
- Becklenberg, Miss A. B., Chicago.
- Bersch, Miss J., Scruggs, Vandervoort, Barney, St. Louis.
- Biddle, Ward Gray, Ind. Univer. Book Store, Bloomington, Ind.
- Blackwell, H. A., Blackwell-Wielandy, St. Louis.
- Blessing, W. P., W. P. Blessing Co., Chicago.
- Bohne, Savilla, Doubleday Page Book Shop, St. Louis.
- Boni, Chas., Jr., Albert & Charles Boni, New York.
- Brentano, Mr. and Mrs. Lowell, Brentano's, Inc., New York.
- Brentano, Arthur, Jr., Brentano's, Inc., New York.
- Bray, Joseph E., A. C. McClurg Co., Chicago.
- Brown, C. W., The James & Law Co., Clarksburg, W. Va.
- Brown, Frances P., Louisville, Ky.
- Buist, D. C., A. A. Knopf, Inc., New York.
- Burger, Adam W., Harper & Bros., New York.
- Burton, Lucille, Burton Book Store, Auburn, Ala.
- Burton, Adele E., P. A. Bergner Co., Peoria.
- Cable, Mrs. Esther, Doubleday Page Book Shop, St. Louis.
- Callahan, Chas., Callahan Book Store, Independence, Kans.
- Campbell, D. M., Blackhawk Press, Chicago.
- Campbell, Earl, University Book Store, Seattle.
- Carus, Gustave, Open Court Pub. Co., Chicago.
- Cathcart, Noble A., The Saturday Review, New York.
- Chase, John D., Harcourt Brace & Co., New York.
- Clinch, Mr. and Mrs. F. A., D. Appleton Co., New York.
- Clinger, J. W., American Book Pub. Soc., Philadelphia.
- Cleveland, June, E. H., Bullock's, Los Angeles.
- Cloke, F., Cloke's Bookshop, Hamilton, Ontario.
- Clough, Frank, Fred Harvey, Inc., Kansas City.
- Colby, Mr. and Mrs. William J., Association Press, New York.
- Cole, C. S., King Cole's Bookshop, Galesburg, Ill.
- Connolly, Chas. E., Charles Scribner's Sons, New York.
- Corkery, Miss R., Scruggs, Vandervoort, Barney, St. Louis.
- Cramer, Mr. and Mrs. T. O., Cramer Book Shop, Kansas City.
- Crawford, W. H., University Supply Store, Tuscaloosa, Ala.
- Crone, Albert R., Publishers' Weekly, New York.
- Cross, L. M., Vir Pub. Co., Philadelphia,

- Crowder, J. L., Boni & Liveright, Chicago.
 Crowell, Cedric R., Doubleday, Page Book Shops, Garden City.
 Cummings, Tina J., The Wm. Hengerer Co., Buffalo.
 Cunningham, Miss, McKelvery's, Chanute, Kans.
 Davis, Lelah M., Haines & Essick Co., Decatur, Ill.
 Dean, S. Ella Wood, 817 Sheridan Road, Chicago.
 Deavenport, Mrs., Lamar & Barton, Dallas.
 Dennis, May E., Washington University Bookstore, St. Louis.
 Dixon, Frank C., T. Y. Crowell Co., New York.
 Dixey, Margaret, Hutzler Bros. Co., Baltimore, Md.
 Estabrook, J. Joseph, Joseph Horne Co., Pittsburgh.
 Fay, Helen T., Co-operative Book Store, Albany.
 Finger, Chas. J., *Author*, Fayetteville, Ark.
 Finley, F. C., The Pilgrim Press, Chicago.
 Flynn, Mr. and Mrs. E. J., Universal Press, St. Charles, Ill.
 Fraser, Lydia G., Rike-Kumler Co., Dayton.
 Fris, Jacob, Fris' Bookstore, Holland, Mich.
 Gaige, Grace, R. H. Macy & Co., New York.
 Garland, F. D., Univ. Supply Store, Champaign, Ill.
 Geer, George, Houghton Mifflin Co., Boston.
 Gehrs, A. H., Harcourt Brace Co., New York.
 Gelser, Jay, *Author*, St. Louis.
 Giffin, Chas. G., E. P. Dutton & Co., New York.
 Geissler, J. P., Omaha News Co., Omaha.
 Grady, E. J., University Co-operative Store, Madison, Wis.
 Gillum, J. H., A. & M. College Book Store, Stillwater, Okla.
 Goubeaud, W. P., Doubleday, Page & Co., New York.
 Greene, Joseph F., Little Brown & Co., New York.
 Greene, Mrs. Josephine, Davis Dry Goods Co., Chicago.
 Greenwald, D. J., Fred Harvey, Kansas City.
 Gregory, Warren F., Lothrop, Lee & Shepard Co., Boston.
 Grentzbach, C., Grentzbach Book Store, Chicago.
 Griesser, Marjorie, Natl. Assn. of Book Publishers, New York.
 Griffith, W., Laird & Lee, Inc., Chicago.
 Grossman, A. A., Concordia Publ. House, St. Louis.
 Halliburton, Richard, *Author*, New York.
 Hamer, J. G., The Macmillan Co., Chicago.
 Hanson, Mr. and Mrs. William C., Methodist Book Concern, Kansas City.
 Hartenstein, Paul B., Houston Hall Book Store, Univ. of Pennsylvania, Phila.
 Harper, Frances, Doubleday, Page Book Shop, St. Louis.
 Harper, Catherine, Doubleday, Page Book Shop, St. Louis.
 Hatfield, C. F., St. L. Convention & Publicity Bur., St. Louis.
 Hays, Mrs. Frank O., *League of American Penwomen*, St. Louis.
 Hays, R. N., Geo. H. Doran Co., New York.
 Hennings, Jos. P., Eden Publishing Co., St. Louis.
 Henry, F. C., Doubleday, Page Co., New York.
 Henry, Miss L. M., Scruggs, Vandervoort, Barney, St. Louis.
 Henry, Mayme, A. Herz, Terre Haute.
 Hitchens, B. F., John C. Winston Co., Chicago.
 Holloway, Roland F., University of Chicago Press, Chicago.
 Holt, Guy, The John Day Co., New York.
 Hoyt, L. W., Small, Maynard & Co., Boston.
 Houston, Mr. and Mrs. James R., National Pub. Co., New London.
 Howell, May, University of Chicago Press, Chicago.
 Humble, Marion, Natl. Assn. of Book Pub., New York.
 Hutchings, Edwin C., St. Louis.
 Hutton, T. A., University of Maryland, College Park, Md.

- Hyde, Mr. and Mrs. W. C., Methodist Book Concern, Chicago.
- Hyke, Edwin I., Stix Baer & Fuller Co., St. Louis.
- Hyman, Anna, Hyman's Book Store, Des Moines.
- Ingram, Bernard, University Supply Store, Tuscaloosa, Alabama.
- Inman, Maurice, Maurice Inman, Inc., New York.
- Jackson, Mr. and Mrs. Chas. K., Burrows Bros. Co., Cleveland.
- Jacobs, Geo. W., George W. Jacobs Co., Philadelphia.
- Jacobus, Etta M., L. Bamberger & Co., Newark.
- Jamieson, Mr. and Mrs. S. R., Pettibone McLean, Inc., Dayton.
- Johnson, Will H., W. B. Reed & Co., Bloomington, Ill.
- Kelley, Marian, Abraham & Straus, Inc., Brooklyn.
- Ketcham, Edw. C., Grosset & Dunlap, New York.
- Keys, R. S., Presbyterian Bookstore, St. Louis.
- Kidd, John G., Stewart Kidd, Cincinnati.
- Kidwell, W. L., Student Supply Store, Ames, Ia.
- Kirk, Beatrice, Rashier, Bros. Co., Dubuque, Ia.
- Klages, Mr. and Mrs. G. E., Scruggs, Vandervoort & Barney, St. Louis.
- Knabe, Paul, C. V. Mosby, St. Louis.
- Knapp, F. D., The Macmillan Co., Chicago.
- Koeller, Mr. and Mrs. D. J., Blackwell-Wielandy, St. Louis.
- Korbel, Mr. and Mrs. Charles, Oxford University Press, New York.
- Korner, H. V., The Korner & Wood Co., Cleveland.
- Krekau, Chas. S., St. Louis News Co., Inc., St. Louis.
- LaCarte, Bessie, W. K. Stewart Co., Louisville.
- Lamb, H. M., Rand McNally & Co., Chicago.
- Leonard, Miss A., Dawson's Book Shop, Los Angeles.
- Lepper, Miss L. M., J. H. C. Petersen's Store Co., Davenport, Ia.
- Levy, Mr. and Mrs. L. M., J. H. Sears & Co., New York.
- Lilja, R. H., Rand McNally & Co., Chicago.
- Lindsey, M., Rike-Kumler Co., Dayton.
- Loring, Mr. and Mrs. Percy A., A. & C. Boni, Inc., New York.
- Lott, James H., N. Y. University Press, New York.
- Lucas, Mr. and Mrs. B. W., Missouri Store Co., Columbia, Mo.
- Lucas, R. E., Missouri Store Co., Columbia, Mo.
- Lyons, M. J., Teolin Pillot Co., Houston.
- Lyons, Michael, Saml. Gabriel Sons Co., New York.
- Macauley, Ward, Macauley Bros., Detroit.
- Macrae, John, Jr., E. P. Dutton & Co., New York.
- Magel, F. L., Syndicate Trading Co., New York.
- Marsh, Jay, Herald Tribune Books, New York.
- Marsh, Mrs. S. Louise, *American Pen Women*, St. Louis.
- Massee, May, Doubleday, Page & Co., New York.
- Mattison, Fred F., Strawbridge & Clothier, Philadelphia.
- McCann, James, Bobbs-Merrill Co., New York.
- McClain, M. F., Co-operative Store, University of Oregon.
- McFarland, Glenn, Jr., Central Book City of Chicago Press, Chicago.
- McKee, Mr. and Mrs. Walter V., John V. Sheehan & Co., Detroit.
- McKelvery, Mrs. E., Kelvery Book Co., Chanute, Kans.
- McFarland, Glenn Jr., Central Book Store, Oskaloosa, Ia.
- McLean, Mr. and Mrs. Chas. M., Pettibone, McLean Co., Dayton.
- McNeely, V. O., Christian Bd. of Pub., St. Louis.
- Meegan, James F., Meegan's, Washington.
- Meese, H. E., University of Pittsburgh, Pittsburgh.
- Melcher, Frederic G., Publishers' Weekly, New York.
- Merrill, Bessie H., Stewart, Kidd, Cincinnati.
- Meyers, Ellis W., Exec. Secy. A. B. A., New York.

- Metzger, Wm. G., C. R. Gibson Co., Cincinnati.
- Mook, W. H., Jr., Harper Bros., New York.
- Mooney, R. E., St. Louis.
- Morris, Mrs. Anna S., J. L. Hudson Co., Detroit.
- Mote, Mr. and Mrs. Seibert W., Univer. of Utah Book Store, Salt Lake City.
- Mullen, John J., Alfred A. Knopf, Inc., New York.
- Musgrove, Miss L. H., L. S. Donaldson Co., Minneapolis, Minn.
- Niemeyer, Miss M., Scruggs, Vandervoort, Barney, St. Louis.
- Olsen, H. T., Bobbs-Merrill Co., Indianapolis.
- Ottenheimer, Isaac, I. & M. Ottenheimer, Baltimore, Md.
- Palmer, Mr. and Mrs. Paul Gifford, 142 Linden Ave., Clayton, Mo.
- Pearse, Wilbur E., A. A. Knopf, Inc., New York.
- Pettibone, Walter, Pettibone-McLean Co., Columbus.
- Pierce, Wm. Dean, Siler's Inc., New Orleans.
- Pilkington, J. V., Cokesbury Press, Nashville.
- Plopper, W. E., College Book Supply, Eureka, Ill.
- Pollon, Ray H., Students Mercantile Co., Manhattan, Kans.
- Porter, E. W., A. L. Burt Co., New York.
- Prichard, Mr. and Mrs. Ira C., Prichard Logan & Co., Kansas City, Mo.
- Purcell, Mary L., Univer. Co-Op. Store, Madison.
- Rather, E., University of Texas Co-Op. Store, Austin.
- Raymond, Mrs. E. D., 2869 Pennsylvania
- Read, Opie, *Author*, Chicago.
- Read, Theo. H., Parrish & Read, Inc., Philadelphia.
- Reed, Eleanore, Dawson's Book Shop, Los Angeles.
- Reilly, Mr. and Mrs. F. K., Reilly & Lee Co., Chicago.
- Rein, F. H., St. L. Conv. Publicity Bureau, St. Louis.
- Rhein, Esther, Doubleday, Page Book Shop, St. Louis.
- Rice, Harriet, Capitol Book Co., Washington.
- Richards, Mr. and Mrs. C. S., Book & Novelty Shop, Jacksonville, Ill.
- Ritt, John I., Abingdon Press, St. Louis.
- Rittenhouse, G. H., The Baker & Taylor Co., New York.
- Robison, Mrs., Lamar & Barton, Dallas.
- Rummel, Mr. and Mrs. Wm. A., Benziger Bros., Chicago.
- Sanders, Clarence W., St. Paul Book & Sta. Co., St. Paul.
- Sanford, B. E., Cornell Co-op. Store, Ithaca.
- Schmidt, Dorothea C., Tulsa Book Shop, Tulsa, Okla.
- Sefranka, Mr. and Mrs. P. J., Famous & Barr Co., St. Louis.
- Seman, W. L., Lamar & Barton, Dallas.
- Seidel, K., Henry Holt & Co., New York.
- Seiffert, G. V., Doubleday, Page Co., New York.
- Seifert, Shirley L., *Author*, St. Louis.
- Sherman, Stuart, Herald Tribune Books, New York.
- Siebert, G. H., Ohio State Univ., Columbus.
- Simpson, Miss M. M., Frederick Loeser & Co., Brooklyn.
- Slifer, V. G., Hochschild, Kohn & Co., Baltimore.
- Smalley, C. J., Publishers' Representative, Kansas City.
- Smith, Harold, Engineers Bookstore, Minneapolis.
- Smith, J. J., Doubleday, Page & Co., Chicago.
- Sorell, Mrs. A., Parlette-Doyle, Oklahoma City.
- Spaeth, R. E., McMillian Book Co., Evanston, Ill.
- Springer, J. H., Presby. Book Store, St. Louis.
- Stakes, Mrs. E., Nashville.
- Tanner, Mr. and Mrs. C. A., C. A. Tanner Co., Wichita, Kans.
- Teal, Richard, Lamar & Barton, Dallas.
- Teeter, Mr. and Mrs. L. S., F. & R. Lazarus, Columbus.
- Thompson, Grace, L. S. Ayres & Co., Indianapolis.
- Thompson, J. H., Charles Scribner's Sons, New York.

- Thorne, Walker, The Emporium, San Francisco.
- Tilley, R. F., Lothrop, Lee & Shepard Co., Boston.
- Tracht, Fred H., Univ. of Chicago Bookstore, Chicago.
- Turner, A. T., Tulsa Book Shop, Tulsa, Okla.
- Turner, Mr. and Mrs. Guy R., Doubleday, Page Book Shop, St. Louis.
- Turner, M. T., Lamar & Barton, Nashville.
- Vater, Francis G., South West News Co., Kansas City.
- Vaughan, Mr. and Mrs. L. B., Frederick Drake & Co., Chicago.
- Volland, G. B., P. F. Volland Co., Chicago.
- Wachob, Wallace, Publishers' Representative, San Francisco.
- Walker, Stanley, Henry Holt Co., New York.
- Walsh, R. J., The John Day Co., New York.
- Welch, Mary C., J. L. Hudson Co., Detroit.
- White, Frank, Lamar & aBrton, Nashville.
- Whitmore, B. A., Lamar & Barton, Richmond.
- Whitman, Albert, Albert Whitman & Co., Chicago.
- Wielandy, Mr. and Mrs. P. J., Blackwell-Wielandy, St. Louis.
- Wikstrand, V. E., Rand, McNally Co., Chicago.
- Wilkie, S. G., College City of New York, New York.
- Williams, R. S., Missouri Store Co., Columbia, Mo.
- Williams, Hugh, Iowa Supply Co., Iowa City.
- Wilson, Ralph, McDeavitt-Wilson Co., New York.
- Wilson, A. W., Regan Pub. Co., Chicago.
- Winding, Mrs. F. B., The Dayton Co., Minneapolis.
- Winn, J. M. Graves, *Globe-Democrat*, St. Louis.
- Winters, John F., The Century Co., New York.
- Wirtz, Geo. O., Allsop & Chapple, Little Rock, Ark.
- Youmans, R. O., Youmans & Co., Kansas City.

142 Booksellers
 79 Publishers
 10 Wholesalers
 6 Periodicals
 45 Guests (Wives, Authors, etc.)

282 Total

Of the booksellers approximately 31 represented college stores, 19 religious stores, 26 department stores.

In the Book Market

“TEEFTALLOW” by T. S. Stribling (Doubleday) has been selected by The Books-of-the-Month Club as the second book to be sent to its subscribers. The first book which was sent out was “Lolly Willowes” by Sylvia Warner (Viking Press). The committee of selection is Henry S. Canby, William Allen White, Dorothy Canfield, Christopher Morley and Heywood Broun.

Most of us would credit George S. Kaufman with a genuine love for the newspaper game because he has kept hard at his job while imposing royalties from his collaborations with Marc Connelly and from his own two hits of the season, “The Butter and Egg Man” and the vehicle for the Marx brothers, have continued to pour in. The real reason, Mr. Kaufman would have us believe, is that the newspaper job furnishes a perfect alibi. If a tea or dance becomes a bore or any engagement threatens to be inconvenient, there is no more plausible excuse than the pressing duties of the reporter. Mr. Kaufman’s comedy, “The Butter and Egg Man” may be had in book form under the Boni & Liveright imprint.

“For a long time,” says Heywood Broun in the New York *World*, “I have felt that story tellers discriminated too closely in choosing animals for their heroines and heroes. Many species are wholly neglected. There is no dearth of dog stories. No indeed. I think the world could wag along quite nicely for the next hundred years without a single addition to the books concerning ‘Strongheart,’ ‘Buster’ and ‘Woof-Woof.’” Listen for a chorus of protesting barks from the dog heroes of this spring’s books. If Robin Hood and his dog companions of “All Around Robin Hood’s Barn” which hails from Doubleday, Page & Co. and Bobbie, a collie from a Dodd, Mead title (and a real dog, by the way), don’t take the matter up with Mr. Broun, their chroniclers, Walter Dyer and Charles Alexander surely ought to do something drastic about it.

Harcourt Brace & Co. have been somewhat astonished by the metamorphoses that certain of their spring titles have undergone in the hands of proof readers. Wilbur Daniel Steele’s “Urkey Island” has been rechristened “Turkey Island” (perhaps there is some excuse for this as the tale is laid on an island off the New England coast) and Virginia Moore’s first volume of verse, “Not Poppy” was served up as “Hot Poppy.”

“A Reader’s Guide Book” by Mary Lambertson Becker, conductor of the oft consulted column of similar title in the *Saturday Review of Literature*, is now so widely used by special students that a new index, more complete than that designed for the general reader is needed. The Library School class in Indexing of the New York State Library has undertaken to make this new index which Henry Holt & Co. will issue shortly. The new index will be incorporated in future editions of the book, but it will also be printed separately, for the benefit of owners of earlier editions, and may be obtained free on application to the publishers.

Here’s a modern variation of the letter in the bottle story. The J. B. Lippincott Co. had returned from the Post Office in New Orleans, La., one of a number of circular letters sent out to describe “The Story of the Seaman” by John Forsyth Meigs. Pinned to the letter was the following note:

“The attached letter was damaged by water due to hydroplane crashing into river at Quarantine, La., and the mail was subsequently recovered from the river.”

A criticism of American books for children on the grounds that they teach cruelty was recently launched by Alice M. Jackson, lecturer in psychology at Gypsy Hill Training College, England. “Stories of man-eating giants,” she said, “make the child of today cruel.” Miss Jackson ought to meet the kindly animal doctor of Hugh Lofting’s “Doctor Dolittle” books, is the opinion of the Stokes company who publish them.

Censorship in Chicago

CHARGING that vigilantes were prompted by motives other than worthy in the prosecution of booksellers for selling alleged obscene literature, Attorney Philip Richard Davis attacked informers in book cases when he appeared in a Chicago police court in behalf of V. E. Bruillet of the Economy Bookstore.

Mr. Davis stated that reformers were far more interested in collecting their share of the fine than in protecting youth from indecent reading. He pointed out that under the Illinois law an informer receives half the fine paid by the bookseller should he be found guilty. A prominent Chicago investigator recently was paid \$150 as his share of a \$300 fine, the attorney charged.

Among the forty-three books seized in raids on the Economy Bookstore and on the shop of Ben Abramson were: "Venus in Furs," "Casanova's Memoirs," "Decameron," and "The Art of Love," by Dr. William Robie.

Attorney Davis requested a change of venue from the court of Judge Herbert G. Immenhausen, who has fined a number of dealers in the last few months. Judge George Curran will hear the case April 23.

Curtis-Reed Bill Postponed

ON May 4th, the House Committee on Education postponed till next December further discussion of the Curtis-Reed Bill, the purpose of which was to create a department of education with representation in the Cabinet. At the same time the Committee postponed consideration of the proposed Federal censorship of motion pictures, which was intended to cover those pictures which enter into inter-state commerce.

Honors Major Putnam

OXFORD UNIVERSITY, on May 18th conferred on Major George Haven Putnam its honorary degree of Doctor of Literature. In the presentation, reference was made to his services to publishing and to letters and to the warm friendship he had always shown toward

Great Britain, especially during the Great War.

Major Putnam had only just recovered from injuries received on May 4th when, in the traffic congested conditions of the general strike, he was knocked down by a motorcyclist while traversing St. Martin's Lane, London. He had bad cuts about the face and the rupture of a blood vessel in the lungs.

Personal Notes

ERNEST EISELE of Brentano's has sailed on May 15th for his annual trip abroad.

ALICE DEMPSEY has resigned as manager of Gimbel Bros. book department, New York. Miss Dempsey is one of the conspicuous figures in New York bookselling and has been for two years president of the Women's National Book Association of which she was a charter member. Mrs. Gurney, assistant to Miss Dempsey, has been appointed to the position of manager of this important book outlet.

FRED J. RYMER, managing director of the old English publishing firm of Sampson Low, Marston & Co., Ltd., sailed May 15th for the United States and Canada. He was accompanied by Mrs. Rymer and their daughter. They are to visit a married daughter who lives in Alberta. Mr. Rymer is the publisher in England of Jeffery Farnol and was the joint publisher with Little, Brown & Company of J. A. Steuart's "Robert Louis Stevenson: Man and Writer," whose new romance he is bringing with him for placement.

JOHN R. FRASER, of the John C. Winston Company, sailed, with Mrs. Fraser, on Saturday, May 8th, for France. The general strike in England has affected Mr. Fraser's plans which were first to stop in England on business with the publishers there, and then try his game on some of the historic golf courses in Scotland. Mr. and Mrs. Fraser now expect to make the stop in England the last on their way home.

GEORGE PALMER PUTNAM, the publisher, leaves here in June on the expedition he will head to Greenland. Among

the members of his party will be Arthur Young who spent the greater part of last year in Africa hunting lions with the bow and arrow along with Dr. Saxton Pope. Dr. Pope told the story of their adventure in "The Adventurous Bowmen," which Putnam will publish this month.

Business Notes

BOSTON, MASS.—The Fellowship Bookshop under the auspices of the Fellowship of Youth and Peace and the management of Abraham Bornstein and Noel Field has been opened at Six Byron Street.

CHICAGO, ILL.—Aquarius, the Book Shop of Tomorrow, has been opened at 142 East Ontario Street.

CHICAGO, ILL.—Doris Searl has opened a book shop and rental library in Room 1125 of the Straus Bldg., 310 S. Michigan Blvd.

CHICAGO, ILL.—Walter M. Hill, Rare Books, has removed to 24 North Wabash Avenue, Rooms 831 to 837.

CHICAGO, ILL.—A branch store has been opened by Fanny Butcher in the Cake Box, Westminster Road, Lake Forest. Mrs. A. B. Dick, Jr., is in charge of the new store which carries a stock of current fiction and non-fiction, and is able to supply standard orders from the main store.

HANOVER, PA.—J. W. Fischer & Co., formerly located at Center Square is now at 18 Carlisle Street.

LOS ANGELES, CAL.—A bookshop under the proprietorship of Mrs. Maude Gray Best has been opened at 3211 West 6th Street.

NEW YORK CITY—Paul B. Hoeber, Inc., medical book publishers and dealers, of 67-69 East 59th Street, will after July first be located at 76 Fifth Avenue.

NEW YORK CITY, N. Y.—The International Trade Press, Inc., moved its eastern offices last week from 15 Park Row to 250 Park Avenue, at 46th Street. Among

publications issued by the International from its main printing establishment in Chicago are *Engineering World*, *Highway Engineer & Contractor*, *American Fruit Grower Magazine*, *Concrete Products*, *Belting & Transmission*, *Cement, Mill & Quarry* and *American Machine & Tool Record*.

NEW YORK CITY, N. Y.—William Helburn, Inc., Importers and publishers of Architectural and Industrial art books, are located at 15 East 55th Street.

NEW YORK CITY, N. Y.—The firm of William Wood & Co. medical publishers, has been dissolved, and William C. Wood has retired from the business. Gilbert C. Wood will continue the business under the name of William Wood & Co., at the same address, 51 Fifth Avenue.

PASADENA, CALIFORNIA. — Fred De Vilbriss Company has opened a book shop at 23 South Euclid Ave. Publishers' catalogs and old book catalogs are requested.

SEATTLE, WASH.—Harry C. Hartman has opened an incorporated bookshop at 1332 Sixth Avenue.

UTICA, N. Y.—The Utosco Book Store, 12-16 Devereux Street has been opened by the Utica Office Supply Company.

Canadian Booksellers Convention

at

Toronto

June 1-2-3

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abdullah, Achmed

The year of the wood-dragon. 249p. il. D [c.'26] N. Y., Brentano's \$2

A fifteen-year-old orphan in the company of an American trader goes on a journey into the interior of Tibet. This is the exciting story of his journey and adventures.

Andrews, Annabel, ed.

The standard juvenile speaker; a new and cheerful selection of recitations, dialogues, etc., in prose and verse. 119p. S [c.'26] Chic., Laird & Lee 50 c.

Ashmun, Margaret Eliza

School keeps today. 240p. il. D c. N. Y., Macmillan \$1.75

The story of a little country girl's year in school and at home.

Bader, Clarisse

Women in ancient India; moral and literary studies. 356p. (bibl. footnotes) D (Trubner's oriental ser.) '25 N. Y., Dutton \$4

Bailey, Mrs. Alice A., ed.

Letters on occult meditation; 2nd ed. 372p. diags. O [c.'22, '26] N. Y., Lucis Pub. Co., 452 Lexington Ave. \$3

Bainbridge, Francis Arthur, and Menzies, James Acworth

Essentials of physiology; 5th ed. rev. by C. Lovatt Evans. 516p. il. diags. O '25 N. Y., Longmans \$5

Batchelder, Mildred

Topsy Turvy tales. 90p. il. D [c.'26] N. Y., Scribner 60 c.
The adventures of Topsy Turvy, a kitten, and his friends.

Bertram, Arthur

The economic illusion. 289p. D '26 N. Y., Seltzer \$2.50

Bible

Die Bibel, oder, Die ganze Heilige Schrift Alten und Neuen Testaments nach der deutschen Übersetzung Luthers. 1278p. S '26 St. Louis, Concordia Pub. House \$2; lea., \$6

Bone, Scott Cardelle

Chechahco and sourdough. 281p. il. maps D [c.'26] [Atascadero, Cal.], Western Publishers, Inc. \$2
A story of Alaska.

Bose, Sir Jagadis Chunder

The nervous mechanism of plants. 243p. (bibl. footnotes) il. diags. O '26 N. Y., Longmans buck. \$6.40

Buckley, J. P.

Modern dental materia medica, pharmacology and therapeutics; 5th ed., rev. 597p. il. (pt. col.) O '26 Phil., Blakiston buck. \$6

Cabot, John M.

The racial conflict in Transylvania. 213p. (4p. bibl.) map (col.) O c. Bost., Beacon Press \$2

A discussion of the conflicting claims of Rumania and Hungary to Transylvania, the Banat, and the eastern section of the Hungarian plain.

Campbell, Dr. Donald

Arabian medicine, and its influence on the Middle Ages; 2 v. 222p.; 235p. (7p. bibl.) front. (maps) D (Trubner's oriental ser.) '26 N. Y., Dutton \$8

Campbell, Douglas Houghton

An outline of plant geography. 401p. (bibl. footnotes) il. O c. N. Y., Macmillan \$4

Cantacuzène, Princess, Countess Spéransky, née Julia Dent Grant

Revolutionary days; recollections of Romanoffs and Bolsheviki, 1914-1917 [new ed.]. 411p. il. O '26 c. '19, '26 N. Y., Scribner \$3

Breck, Joseph

The Cloisters; a brief guide. 58p. il. map O c. N. Y., Metropolitan Mus. of Art. pap. 50 c.

Cullimore, Allan Reginald

The Mannheim slide rule; a self-teaching practical

manual. 80p. il. D '25 Chic., Eugene Dietzgen Co., 166 W. Monroe St. apply

Curtiss, Alonzo Parker

History of the diocese of Fond du Lac and its several congregations. 96p. il. O '25 Fond du Lac, Wis., P. B. Haber Pr. Co. apply

Carpenter, Frank George, and Carpenter, Frances

The clothes we wear. 209p. il. (pt. col.) O (Carpenters' journey club travels) [c. '26] N. Y., Amer. Bk. Co. 76 c.

A volume in a series of industrial readers on food, clothing and shelter, designed for the use of pupils in the lower grades of the elementary school.

Carpentier, Georges

The art of boxing. 172p. il. D [c. '26] N. Y., Doran \$2.50

By the popular French champion.

Carruthers, Frank

The cruise of the Colleen Bawn. 310p. D [c. '26] N. Y., Chelsea House \$2

The adventure of a young railroader who suddenly finds himself on a cruise on the high seas.

Carton, R. C., pseud. [R. C. Critchett]

Other people's worries; a comedy in three acts. 87p. diags. O (French's acting ed. no. 1962) c. '25 N. Y., S. French pap. 75 c.

Cave, Charles John Philip

Clouds and weather phenomena. various p. il. D '26 [N. Y., Macmillan] \$2

A book for artists and other lovers of nature.

Chesterton, Frances [Mrs. G. K. Chesterton]

Piers Plowman's pilgrimage; a morality play from Will Langland's great Epic of a May Morning on the Malvern Hills. 25p. D (French's acting ed. no. 1102) c. '25 N. Y., S. French pap. 30 c.

Colin, Paul

Van Gogh; tr. by Beatrice Moggridge. various p. (4p. bibl.) il. D (Masters of modern art) '26 N. Y., Dodd, Mead \$1.75

Collins, Frederick Lewis [Frederick Lewis]

Travelcharts and travel chats. 316p. maps D [c. '26] Ind., Bobbs-Merrill \$2.50

A guide to European travel with an interesting set of charts telling just what the author saw in each city, where he stayed, how much it cost him, and other valuable bits of information.

Covert, William Chalmers, D.D.

Religion in the heart and other addresses. 192p. D c. Phil., Westminster Press \$1.50
Published by Revell, and handled by both Revell and Westminster Press.

Curel, François De

Le repas du lion; ed. by A. G. Fite. 212p. por. (Oxford French ser. by Amer. scholars) '26 N. Y., Oxford \$1

Cushny, Arthur Robinson

The secretion of the urine; 2nd ed. 295p. (14p. bibl.) diags. O (Monographs on physiology) '26 N. Y., Longmans \$5.50

Davis, Robert Hobart

"Ruby Robert" alias Bob Fitzsimmons; introd. by W. O. McGeehan. 134p. il. D [c. '26] N. Y., Doran \$1.50

The intimate story of the renowned Australian prize-fighter and conqueror of Corbett. Told by the editor of "Munsey's Magazine" whose friendship with Fitzsimmons began back in his cub-reporter days.

Davison, Archibald T.

Music education in America. 219p. O c. N. Y., Harper \$5

The associate professor of music at Harvard discusses what is wrong with our musical education and offers suggestions for remedying its present defects.

de Graffenried, Thomas P.

History of the de Graffenried family from 1191 A. D. to 1925. 282p. (6p. bibl.) il. (pt. col.) O [25] N. Y., Author, 42 B'way \$19
A history of one of the oldest and largest Swiss-American families.

Dell, Floyd

Love in Greenwich Village. 321p. D [c. '26] N. Y., Doran \$2

Sketches of the gay, magical Bohemia of lower New York as it existed not so many years ago, before "the average New Yorker" discovered it.

Dickinson, Goldsworthy Lowes

The international anarchy, 1904-1914. 517p. (13p. bibl.) O [c. '26] N. Y., Century \$3.50
An analysis of international relations and peace and war during the past two decades.

Dolsen, James H.

The awakening of China. 267p. il. maps D '26 Chic., Daily Worker Pub. Co. pap. \$1

Dorgelès, Roland

On the Mandarin road; tr. by Gertrude Emerson. 341p. il. D [c. '26] N. Y., Century \$3
A Frenchman's travels, adventures and observations in French Indo-China.

Doyle, Sir Arthur Conan

The black doctor, and other tales of terror and mystery. 284p. S '25 N. Y., Doran

lea. 90 c.

The Croxley master, and other tales of the ring and camp. 286p. S '25 N. Y., Doran

lea. 90 c.

The dealings of Captain Sharkey, and other tales of pirates. 265p. S '25 N. Y., Doran

lea. 90 c.

The great Keimplatz experiment, and other tales of twilight and the unseen. 259p. S '25 N. Y., Doran

lea. 90 c.

The land of mist. 285p. D [c. '26] N. Y., Doran

\$2

The first novel by a psychic experimenter to be based upon spiritual phenomena.

Declaration of Independence (The), the Constitution of the U. S. and amendments thereto, the constitution of New Jersey as amended. 94p. il. S '26 N. Y., Amer. Bk. Co. apply

Dept. of the Interior, U. S. Geological Survey

Surface water supply of the U. S., 1923; pt. 2, South Atlantic slope and eastern Gulf of Mexico

basins. 90p. il. O (Water-supply pap. 562) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Diehl, Walter Stuart

Standard atmosphere—tables and data. 28p. diags. Q (U. S. Nat'l Advisory Comm. for Aeronautics, report no. 218) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Doyle, Sir Arthur Conan

The last of the legions, and other tales of long ago. 229p. S '25 N. Y., Doran lea. 90c.

The man from Archangel, and other tales of adventure. 261p. S '25 N. Y., Doran lea. 90c.

Eaton, Walter Prichard

A bucolic attitude. 79p. S c N. Y., Duffield bds. \$1

A defence of rural life written in answer to Charles Downing Lay's book, "The Freedom of the City," listed in this issue.

Edib, Halidé

Memoirs of Halidé Edib. 479p. il. (col. front.) O [c. '26] N. Y., Century \$4

The autobiography of one of the most advanced women of Turkey, which reveals the inside of present-day Turkish politics.

Elkins, Joseph Adolphus

A century in Egypt. 156p. il. S [c. '25] Buncombe, Ill., Author \$1.50

The biography of George Elkins, 100 years old, a native of the southern section of Illinois called "Egypt."

Elison, Lieutenant-General Sir Gerald

The perils of amateur strategy as exemplified by the attack on the Dardanelles fortress in 1915. 178p. maps D '26 N. Y., Longmans \$2

Ferguson, Wynne

The 1926 rules and laws of auction bridge. 127p. T [c. '26] N. Y., Author, 93 Worth St. pap. 75c.

A concise little handbook giving new laws and conventions, together with a complete dictionary of all auction bridge terms.

Fletcher, Frances

A boat of glass [verse]. 37p. D (Contemporary poets, no. 33) [c. '26] Phil., Dorrance bds. \$2 bxd.

France, Anatole, pseud. [Jacques-Anatole Thibault]

Différents souvenirs de jeunesse; being episodes selected from the novels of Anatole France; ed. by F. V. Boyson. 100p. il. (por.) diags. S '25 N. Y., Oxford 50c.

Thais; tr. by Ernest Tristan; introd. by Hendrik Van Loon. 252p. il. S [n. d.] N. Y., The Modern Library flex. fab. 95c.

Gardner, Helen

Art through the ages; an introduction to its history and significance. 517p. (13p. bibl.) il. (pt. col.) diags. D [c. '26] N. Y., Harcourt \$4

The author is in charge of instruction in the history of art at the Art Institute of Chicago.

Gerson, Thomas I.

Haunted chords [verse]. 57p. D (Contemporary poets, no. 32) [c. '26] Phil., Dorrance bds. \$1.75 bxd.

Gobineau, Arthur, Comte de

The lucky prisoner (Le prisonnier chanceux); tr. by F. M. Atkinson. 289p. D '26 Garden City, N. Y., Doubleday \$2

A French novel of adventure during the Huguenot wars.

Gore-Browne, Robert

The crater. 306p. D [c. '26] N. Y., Doran \$2

Love and adventure in Africa.

Grant, Frederick Clifton

The early days of Christianity; teacher's manual. 189p. D (Abingdon religious educ. texts) [c. '26] N. Y., Abingdon \$1.25

Green, Fitzhugh

I'll never move again; il. by Don Herold. 218p. D [c. '26] N. Y., Dutton bds. \$2

The author has moved his household goods 52 times and is, therefore, well qualified to give expert and humorous advice on the subject.

Grondal, Florence Armstrong

The music of the spheres; a nature lover's astronomy. 347p. (3p. bibl.) il. diags. O c. N. Y., Macmillan \$5

For the general reader, but based on the latest astronomical research.

Grove, Harriet Pyne

The courage of Ann. 241p. front. D (Ann Sterling ser.) [c. '26] N. Y., Burt 60c.

Ann goes to boarding school in Massachusetts.

Hammond, C. E. L.

An introduction to English composition. 172p. D '25 N. Y., Oxford \$1.25

Handy, W. C., ed.

Blues; an anthology; introd. by Abbe Niles; il. by Miguel Covarrubias. 180p. (bibl.) il. Q c. N. Y., A. & C. Boni \$3.50

The words and music to the "Blues"—ranging from the early negro songs to popular jazz.

Hanus, Paul Henry

Opportunity and accomplishment in secondary education. 60p. D (Inglis lecture, 1926) c. Cambridge, Mass., Harvard Univ. Press \$1

Harned, William E.

Junior typewriting studies; a course in touch typewriting for the junior high school. 48p. il. Q [c. '26] Bost., Ginn \$1.32

Hastings, James, D.D., ed.

The speaker's Bible: the epistle of James. 304p. (bibl. footnotes) O '26 Chic., W. P. Blessing \$4

A new volume in the Speaker's edition, a modern interpretation of the Bible in which the thought rather than the expression of the Bible has been retained.

Hayes, Carlton Joseph Huntley

Essays on nationalism. 279p. (3p. bibl.) O c. N. Y., Macmillan \$3

The author is professor of history in Columbia University.

Fenning, Karl, and Mead, Thomas L., jr.

General information about protection of trade marks, prints and labels. 24p. O '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. gratis

Fieldner, Arno Carl, and others

The Bureau of Mines Orsat apparatus for gas analysis. 20p. (bibl.) O (U. S. Bur. of Mines, tech-

nical pap., 320) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5c.

Heinbaugh, Zelah

The why and how of leisure-time activities among younger employed girls. 76p. (2p. bibl.) O [c. '25] N. Y., Womans Press pap. apply

Hersey, Harold Brainerd

Singing rawhide. 189p. il. D [c.'26] N. Y., Doran \$1.50
Cowboy ballads of the west, with drawings by Jerry Delano.

Hewitt, Edward Ringwood

Telling on the trout. 174p. il. O c. N. Y., Scribner \$2.50
An angler of fifty years' experience discloses some information on the habits of trout.

Hildreth, Samuel C., and Crowell, James R.

The spell of the turf. 294p. il. O '26 c. '25, '26 Phil., Lippincott \$4
The story of American racing, as the general manager of the famous Rancocas Stable has seen it over a period of some fifty years.

Holland, Clive

Things seen in Paris. 154p. il. T ['26] N. Y., Dutton \$1.50
A description of the social life, amusements and the many attractions of Paris.

Hotchkiss, John T.

Bookstore advertising publicity and window display. 70p. il. O [c.'26] N. Y., Nat'l Ass'n of Book Publishers pap. 50 c.
Reviewed at length in the Publishers' Weekly of May fifteenth.

House, Homer C., and Harman, Susan Emory

Handbook of correct English. 280p. S c. N. Y., Longmans \$1.20
For the advanced student of English composition.

Howard, Rev. Henry

The threshold; studies in the First Psalm. 154p. D [c.'26] N. Y., Doran \$1.50
By the preacher at the Fifth Avenue Presbyterian Church, New York City.

Huber, Francis

New observations upon bees, 1814; tr. by C. P. Dadant. 230p. front. (por.) diags. O c. Hamilton, Ill., Amer. Bee Journal fab. \$3
A new translation of Huber's "Nouvelles Observations."

Hughes, Glenn, ed.

University of Washington poems: second series. 108p. D [c.'26] Seattle, Wash., Univ. Bk. Store bds. \$1.75
Poems by undergraduate students in the University of Washington.

Hume, H. Harold

The cultivation of citrus fruits. 582p. (bibl. footnotes) il. O (Rural science ser.) c. N. Y., Macmillan \$5

Huxley, Aldous Leonard

Two or three Graces, and other stories. 301p. D [c.'26] N. Y., Doran \$2.50

Four short stories, the first of which concerns itself with Grace, the woman who continually dramatized herself.

Hyde, Edna

From under a bushel; 2nd ed. [verse]. 90p. S '25 Saugus, Mass., C. A. A. Parker \$2

Irving, Washington

A tour on the prairies; ed. for school use by George C. Wells and Joseph B. Thoburn. 292p. front. (map) S (Western ser. of Eng. and Amer. classics) c. Oklahoma City, Okla., Harlow Pub. Co. 78 c.

Jeans, Ronald

The review of revues. 71p. O (French's acting ed. no. 2120) c. '25 N. Y., S. French pap. 75 c.

Jepson, Willis Linn

A manual of the flowering plants of California. 1238p. il. O '25 c. Berkeley, Cal., Associated Students Store \$7.50

Johnson, Harriet Everard

Scriptural hymns; interpretative essays. 79p. O '25 Bost., [Author, 32 Chestnut St.] bds. \$1.25

Joseph, Michael, and Overton, Grant Martin

The commercial side of literature. 274p. D c. N. Y., Harper \$2.50
A handbook for authors, editors and students of writing telling them how to market the things they write, discussing the relations of author and publisher, the questions of contract, copyright, etc.

Kellems, Jesse Randolph, D.D.

Studies in the forgiveness of sins; introd. by Jesse Caldwell. 224p. (bibl. footnotes) D [c.'26] N. Y., Doran \$2
Lectures delivered in March and April, 1925, before the faculty and students of the Bible department at Drake University, Des Moines.

Kern, John Hewins

Glorious womanhood. 124p. il. S '25 N. Y., Chas. Renard \$2
Vigorous manhood. 124p. il. D '25 N. Y., Chas. Renard \$2

Kerr, Alva Martin, D.D.

Thinking through; facts and principles to clarify the controversial thinking in the church. 125p. D [c.'26] N. Y., Doran \$1.25

Kerr, John Graham

Evolution. 288p. diags. il. (pt. col.) O '26 N. Y., Macmillan \$3.50

King, Rufus

Whelp of the winds. 309p. D [c.'26] N. Y., Doran \$2
The story of a dog, Waif, and his master, in the Rio Grande country.

Inglehart, John E., and Ehrmann, Eugenia

The environment of Abraham Lincoln in Indiana, with an account of the De Bruler family. various p. (bibl. footnotes) O (Ind. Historical Soc. pub'ns, v. 8, no. 3) '25 c. '26 Ind., Ind. Historical Society pap. apply

Keenan, De Elbert

The hospitable Mr. Humphrey; a comedy in three

acts. 88p. D (French's internat'l copyrighted ed., no. 540) c. '26 N. Y., S. French pap. 30 c.

King, Egbert Sylvester

Rules of order for business men. 158p. O c. Lansing, Mich., Mich. Education Co. \$1.50

Knoblock, Otto M.

Early navigation on the St. Joseph River. various p. map O (Ind. Historical Soc. pub'ns, v. 8, no. 4) '25 Ind., Ind. Historical Society pap. apply

King, Willis J.

The negro in American life; an elective course for young people on Christian race relationships. 154p. D (World friendship ser.) [c.'26] N. Y., Methodist Bk. 75 c.

Kopeloff, Nicholas

Lactobacillus acidophilus. 222p. (10p. bibl.) il. diagrs. O '26 Balt., Williams & Wilkins \$5

Kretschmer, Ernst

Hysteria; tr. by Oswald H. Boltz. 125p. O (Nervous and mental disease monograph, no. 44) c. Wash., D. C., Nervous & Mental Disease Pub. Co. bds. \$2.50

[Lamb, Charles]

The Charles Lamb day book; comp. by E. V. Lucas. 371p. S [n. d.] N. Y., Doran \$2.50
Short essays on a variety of subjects, culled from Lamb's writings.

Lansing, Wardle W.

Israel and Babylon. various p. (bibl.) O '26 N. Y., Revell \$2.50

Lay, Charles Downing

The freedom of the city. 114p. S c. N. Y., Duffield bds. \$1
A brief for urban life, a companion volume to Walter Prichard Eaton's book, also listed in this issue.

Leeman, Jean

Toute la France; lectures faciles et exercices élémentaires. 211p. il. map D (Merrill's French readers) '25 c. N. Y., Chas. E. Merrill \$1

Leeming, Benjamin Christopher

Imagination, mind's dominant power. 299p. (2p. bibl.) diagrs. D c. N. Y., M. H. Schroeder Co., 13 Astor Pl. \$3
A philosophic non-technical treatment of psychology and behaviorism for the man who wants to understand himself.

Lenes, Nels Johann

A survey course in mathematics; ed. by H. E. Slaught. 228p. diagrs. D c. N. Y., Harper \$2

A textbook, giving a preliminary survey of college mathematics, to be followed by separate courses in trigonometry, analytic geometry and calculus.

Kollet, Fred

Training the dog. 43p. il. O c. Chic., Judy Pub. Co. pap. \$1
Training the police dog [3rd rev. ed.] 44p. il. O c. Chic., Judy Pub. Co. pap. \$1

Kuss, George J., and Shepperd, Frederick W.

Questions and answers for battalion and deputy chief. 211p. il. D '26 N. Y., The Fire Engineer, 1 B'way apply
Questions and answers for lieutenant and captain. 288p. il. D '25 N. Y., The Fire Engineer, 1 B'way apply

Laufer, Berthold

Ostrich egg-shell cups of Mesopotamia, and the ostrich in ancient and modern times. 51p. (bibl.) il. O (Anthropology leaflet 23) '26 Chic., Field Mus. pap. 50 c.

Lewis, Albert Buell

Decorative art of New Guinea; incised designs.

Lieberman, Elias, ed.

Poetry for junior high schools; bks. one and two. 223p.; 132p. D [c.'26] N. Y., Scribner 96 c.; 92 c.

Lodge, Sir Oliver Joseph

Evolution and creation. 160p. D [c.'26] N. Y., Doran \$2

A scientist looks at creative progress and asserts his belief in evolution as a factor in mankind's development toward perfection.

Lucas, Frank Lawrence

Authors dead and living. 307p. (bibl. footnotes) D '26 N. Y., Macmillan \$2.50

Literary articles reprinted from "The New Statesman."

Lytle, John Horace

Bird dog days. 190p. il. D c. N. Y., Appleton \$2

A manual of bird dog training.

Mach, Ernst

The principles of physical optics; an historical and philosophical treatment; tr. by John S. Anderson and A. F. A. Young. 335p. (bibl. footnotes) il. diagrs. O [25] N. Y., Dutton \$6

Mackaye, Percy

Tall tales of the Kentucky mountains; il. by Elizabeth MacKinstry. 185p. il. (col. front.) O [c.'26] N. Y., Doran bds. \$2.50

Folk stories of a Kentucky mountain Münchhausen, known as "Old Sol" or Solomon Shell, who legend says lived to be ninety-eight years old. (The tales were first published in 1924 in the "Century Magazine.")

McPherson, William, and Henderson, William Edwards

Chemistry and its uses; a textbook for secondary schools; rev. ed. 468p. il. diagrs. (pt. col.) D [c.'26] Bost., Ginn \$1.60

Mairet, Jean de

Chryséide et Arimand; tragi-comédie; édition critique by Henry Carrington Lancaster, and others. 174p. front. O (Johns Hopkins studies in romance literatures and languages; v. 5) '25 c. Balt., Johns Hopkins Press pap. \$1.25

various p. il. O (Anthropology design ser. no. 4) '25 Chic., Field Mus. pap. \$1

MacDonald, Arthur

Education and psycho-analysis. 19p. (2 bibl.) O [n. d.] Wash., D. C., Author, Congressional Apts. pap. 35 c.

History as a science. various p. (bibl. footnotes) O '26 Wash., D. C., Author, Congressional Apts. pap. 35 c.

Mentality and anthropometrical tests. 8p. (bibl. footnotes) O [n. d.] Wash., D. C., Author, Congressional Apts. pap. 15 c.

Study of man after death. 18p. (bibl. footnotes) O [n. d.] Wash., D. C., Author, Congressional Apts. pap. 25 c.

McNair, James B.

Poison ivy. 12p. il. O (Botany leaflet 12) '26 Chic., Field Mus. pap. 25 c.

Masson-Oursel, Paul

Comparative philosophy; introd. by F. G. Crookshank. 212p. (bibls.) O (Internat'l lib. of psych., phil. and scientific method) '26 N. Y., Harcourt \$3.50

Maude, Cyril, and Towne, Charles Hanson

The actor in room 931. 305p. il. O c. N. Y., J. H. Sears \$2.50

The novelized experiences of an elderly actor in a hotel. In telling it Mr. Maude has drawn upon his forty odd years "in the profession."

Maurois, André

Mape; the world of illusion; tr. by Eric Sutton. 246p. O c. N. Y., Appleton \$2.50

Three studies in biography by the author of "Ariel"; the personages pictured are Goethe, Balzac and Mrs. Siddons.

Memoirs of the American Academy in Rome;

v. 5. various p. (bibl. footnotes) il. diags. F '25 [N. Y., Amer. Academy in Rome, 101 Park Ave.] bds. \$4

Meulen, John M. Vander

Getting out of the rough. 143p. D [c. '26] N. Y., Doran \$1.50

In discussing life the author draws an analogy between it and the game of golf.

Mikels, Rosa M. R., ed.

Short stories for English courses; bks. one and two. 284p.; 302p. nar. D [c. '15-'26] N. Y., Scribner 80 c. ea.

Milne, Alan Alexander

Ariadne, or, Business first; a comedy in three acts. 54p. front. diagr. O (French's acting ed. no. 2037) c. '26 N. Y., S. French pap. 75 c.

Misner, Charles H.

The annunciation, and other poems. 55p. O c. N. Y., Macmillan bds. \$1.50

A book of religious verse.

Monahan, Maud

The children's saint; the story of Saint Madeleine Sophie. 32p. il. Q '26 N. Y., Longmans bds., \$1.25; pap., 90 c.

Mordaunt, Elinor, pseud. [Mrs. Evelyn Clowes Wiehe]

The venture book. 344p. il. D [c. '26] N. Y., Century \$3.50

The adventures of a woman, traveling westward from Marseilles, to the French West Indies, the Panama Canal, Tahiti, and the East.

Mitchell, Hugh C.

Triangulation in Maryland. 609p. il. maps O (U. S. Coast and geodetic survey, special pub'n no. 114) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. \$1

My pets, panorama, no. 845. no p. il. (col.) obl. O [n. d.] N. Y., S. Gabriel Sons & Co., 76 Fifth Ave. bds. 75 c.

Painting and decorating questions asked and answered by the editorial staff of American Painter and Decorator. 76p. D '26 St. Louis, Amer. Paint Journal Co., 3713 Washington Ave. apply

Parker, Arthur Caswell

An analytical history of the Seneca Indians. 162p. il. maps O (Researches & trans., v. 6, nos. 1-5) '26 Rochester, N. Y., N. Y. State Archaeological Ass'n, Lewis H. Morgan Chapter apply

Murray, Douglas

A sentimental cuss and three other plays. 98p. D (French's acting ed. no. 1079) c. '26 N. Y., S. French pap. 75 c.

New international year book (The); a compendium of the world's progress for the year 1925; ed. by Herbert Treadwell Wade. 772p. il. maps (col.) O c. N. Y., Dodd, Mead \$6.75

Newton, A. P., ed.

Travel and travelers in the Middle Ages. 224p. il. O (Hist. of civilization) '26 N. Y., Knopf \$4

A collection of essays.

Newton, Ernest

How to compose a song. 126p. D '25 N. Y., Dutton \$2

North, Frederick J., ed.

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Old and Rare Books

Edited by Frederick M. Hopkins



J & E. BUMPUS, LTD., of London, have just issued a catalog of fine and historic bindings that is well worth the attention of bibliophiles.

HOLBROOK JACKSON has written two additional chapters for the revised edition of his study of "William Morris," which Messrs. Jonathan Cape, of London, will publish soon. One deals with Morris as a poet and story teller; the other with the revival of fine printing which he encouraged by establishing the Kelmscott Press.

BOOKS of the Ashendene, Doves, Kelmscott, Gregynog, Cuala, Riccardi, Golden Cockerel, Vale, High House presses, together with all the books of the Nonesuch Press, and some books printed under the supervision of Bruce Rogers, are included in a new catalog, printed in a limited edition on hand-made paper by Douglas Cleverdon, bookseller, of Bristol, England.

IN collecting material for a book on "Fanny Burney and the Burneys," which he is editing for Messrs. Stanley Paul, Brimley Johnson has secured an unpublished fragment of the famous diary, running to some 30,000 words and covering a period concerning which Mme. D'Arblay and her editors have been reserved. Among other unpublished material in the volume is a selection of letters by Susan Burney.

IN connection with the presentation to Mother Alphonsa Lathrop by the New York Rotary Club of the gold medal given for "outstanding service to humanity during the past year" it is interesting to note that for one of Mother Lathrop's relief funds Nora Archibald Smith sold the large collection of autographs formerly owned by her sister, Kate Douglas Wiggin. Miss Smith has also distributed some of her sister's manuscripts to various libraries, including the library of Bowdoin College, the public library of Portland, Maine, and the library of Abbott Academy, Andover.

AN International Congress of librarians and bibliophiles will be opened at Prague on June 28 and continued until July 3. Special attention will be devoted to questions of international importance, including the exchange or loan of rare objects in libraries of different countries, the photographic reproduction of unique works for the use of scholars of all nationalities, and international bibliographical catalogs. In connection with the Congress, exhibitions are being organized of old and new bindings, old book printers' signs, miniature editions, and other literary treasures. Addresses and discussions will be interpreted in English, French, German, Russian, Polish, and Serbian-Croatian.

THE Virginia *Gazette*, of Williamsburg, said to have been the first newspaper in the United States to publish the Declaration of Independence, recently, when President Coolidge, the governors of the original thirteen States, House and Senate delegations and others gathered there for the anniversary celebration of the sesquicentennial of the adoption of the Virginia resolutions, *The Gazette* appeared in Colonial style and carried the stories which it printed 150 years ago on the action which led to the Declaration of Independence. Established in 1736, *The Gazette* was for a long time the official newspaper of the Colonies. It was revived recently after being suspended for several years.

MARY S. ASLIN, the librarian of the Rothamsted Experimental Station Library, of Rothamsted, England, has compiled a "Catalogue of the Printed Books on Agriculture published between 1471 and 1840" contained in that library, the most extensive of its kind in Great Britain, with the possible exception of that of the Royal Agricultural Society. The library contains nearly all of the incunabula and early sixteenth century books, in various languages, dealing with agriculture and kindred subjects. In the case of British authors—Arthur Young, for instance—attempts have evidently and wisely been made to obtain every edition of their various works, an important point in the case of a constantly progressive calling

like agriculture. There are several editions of the earliest English book on husbandry, Fitzherbert's "Boke of Husbandry," but the first edition, 1523, is not among them, and the only known copy is in the British Museum. Miss Aslin's catalog has been admirably done, her notes on authors are brief and to the point, and many of her remarks about editions are illuminating.

GENERAL LEW WALLACE wrote the first notice of "Ben Hur." A copy of this brief and comprehensive paragraph, written in the notebook of Frank W. Gregory, of *The Crawfordville Journal*, General Wallace's home town, is now in the possession of Elizabeth Hiatt Gregory, widow of the journalist, who was subsequently editorial writer and managing editor of the *Louisville Commercial*. It reads as follows:

"The title of the book is 'Ben Hur, a Tale of the Christ.' The hero is a Jew. The scene is variously laid, but chiefly in Antioch and Jerusalem. It opens with the birth of Christ and concludes with His crucifixion. The thirty years interval between the birth and entry of Christ upon his mission is filled with accessory incidents of land and sea, going to show the demoralization which prevailed in the world. The book is orthodox, recognizing Christ as the Son of God. Harper Brothers of New York are the publishers, and the copy has been delivered to them. The book will be issued as soon as possible. The author began the book before his appointment as Governor of New Mexico, and whatever may be said of it, it certainly must be recognized as original. I believe there has never been anything written similar to it."

THE announcement has been made that the estate of Joseph Pennell, after the death of Mrs. Pennell, shall go to the United States. It will be intrusted to the division of prints of the Library of Congress. The artist explained that his gift was inspired by the liberality of the United States in spending money on prints, which encouraged him as it had other artists. The Pennell Fund, when it becomes the property of the nation, is to be kept intact

and its income is to be used to make more complete the Whistler collection Mr. and Mrs. Pennell presented to the United States several years ago, to provide for the formation of a collection to be known as "The J. and E. R. Pennell Collection," which will include all the objects of art he possessed at the time of his death and to form a calcographic museum which, by acquiring etched plates and stones of worthy prints and reproducing these works to sell to art lovers for small sums, shall disseminate them as others are printed and sold by the three calcographic museums now in existence. These are in Rome, Paris and Madrid. In his desire to make the prints of famous artists made cheaply accessible by a calcographic museum to students and lovers of art, and in the gift to the nation of the Whistler Collection, Mr. Pennell has provided that his devotion to art which was a passion during his life, shall live for generations to come.

THE first book ever printed in the American Colonies on the subject of printing bears the date of 1730 and was printed by William Parks of Williamsburg, Va. It is called "Typographia: An Ode on Printing." It is a poem ten pages in length and was written by J. Markland. The only known copy is in the John Carter Brown Library in Providence. This interesting book has now been made available to a larger group of interested collectors thru the interest of the Stone Printing and Manufacturing Company of Roanoke, which has printed a small edition.

An introduction by E. S. Swem of the library of William and Mary College gives the story of this pamphlet. The printing is an entirely successful attempt to give, in a slim quarto, the proper setting for such a reprint, and the facsimile is perfect in color and general appearance.

AMERICAN historical autographs, letters and documents, Part I of the collection of the late Charles P. Greenough, of Brookline, Mass., comprising 722 lots, was sold at the Anderson Galleries May 3 and 4, bringing \$10,926.70. A few of the more important lots and the prices realized were the following: A.L.S. of Francis Ber-

nard, 2 pp. folio, Boston, September 26, 1762, brought \$77; an A.L.S. of Richard Bulkeley, secretary to the Colony of Nova Scotia, 2 pp., folio, Halifax, August 15, 1762, \$75; a L.S. of J. Hector St. John de Crevecoeur, Revolutionary author and patriot, 8 pp. folio, New York, June 7, 1788, \$105; a D.S. by John Endicott, Colonial governor of New England, 1 p. 12mo, mounted, \$55; A.D.S. by Benjamin Franklin, 1 p. oblong folio, London, April 7, 1774, \$225; A.L.S. of General Grant, 1 p. 4to, City Point, Va., written during the campaign against Petersburg, \$42.50; D.S. of John Hathorne, one of the witch judges, 1 p. 4to, \$175; A.L.S. of John Haynes, Colonial Governor of Massachusetts, 1 p. small 4to, Hartford, May 25, 1649, \$160; Indian deed to a part of Boston, 1 p. oblong folio, on vellum, \$255; D.S. of Jacob Leisler, Colonial Governor of New York, 1 p. folio, New York, February 26, 1682, \$50; A.L.S. of Cotton Mather, 1 p. folio, N. p. June 16, N. d., \$260; A.L.S. of William Penn, 1 p. small 4to, August 12, 1697, \$210; D.S. of John Winthrop, 1 p. 4to, October 15, 1639, \$115.

Catalogs Received

Autographen. (No. 719; Items 1965.) Joseph Baer & Co., Hochstrasse 6, Frankfurt-on Main, Germany.

Books on American history, including the Revolution, War of 1812, Indians and the west, historical biography, Cape Cod, etc. (No. 966, Items 541.) C. F. Libbie & Co., 3 Hamilton Place, Boston, Mass.

Books on the fine and applied arts. (No. 269; Items 1495.) James Rimell & Son, 53, Shafesbury Ave., London, W. 1, England.

Books on natural history. (No. 481; Items 337.) Francis Edwards, 83a, High St., Marylebone, London, W. 1, England.

Books, pamphlets, maps, etc., mostly out of print, relating to South America, Central America, Mexico and the West Indies. (No. 11; Items 591.) America-South-of-Us, 62 West 45th St., New York City.

Early books on medicine, natural sciences and alchemy. (No. 13; Items 493.) L'Art Ancien S. A., 7 Piazza A. Manzoni, Lugano, Switzerland. The occult sciences. (No. 10; Items 1358.) Marks & Co., 106, Charing Cross Road, London, W. C. 2, England.

Rare and scarce books, pamphlets, broadsides, maps, prints, manuscripts, etc., relating to or printed in America including American poetry, genealogy, the Indians, California and the far west, Lincolniana, etc. (No. 576; Items 307.) C. W. Unger, Pottsville, Pa.

Rare books and first editions. (Items 324.) Ye Bibliophile, 166 Brookside Ave., Mt. Vernon, N. Y. Rare books, pamphlets, broadsides, maps and manuscripts. (Items 233.) The Collector's Book Shop, 86 Broad St., Manasquan, N. J.

Western Americana. (No. 20; Items 2955.) The Aldine Book Co., 1837 61st St., Brooklyn, N. Y.

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Objectionable books are excluded as far as they are noted.

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BOOKS WANTED

A. P. H., CARE PUBLISHERS' WEEKLY
 A Bottle in the Smoke, Cooke Don Carlos, pub.
 Fenno, several copies.

WILLIAM ABBATT, TARRYTOWN, N. Y.
 Lauman's Adventures, 2 vols., Phila., 1856.
 Crisis of the Revolution. Abbatt.

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COLO.
 Snowden. Wonderful Morning.
 Henderson. Sign Painter.
 Carpenter's Mental Physiology.

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 CAL.
 Delphian Course, 2 sets.

F. G. ALLEN, 78 GENESEE ST., AUBURN, N. Y.
 Reed. Flower of the Dusk.
 Auduaz, Marie-Claire; trans. J. N. Raphael,
 Doran.
 Bennett. Helen with the High Hand, Doran.
 Complete set of Book of Knowledge.

AMER. BAPT. PUB. SOC., 1107 MCGEE ST.,
 KANSAS CITY, MO.
 The Harmony of the Four Gospels, Tischendorf,
 1891 ed.
 Westcott's Commentary on the Gospel of John.
 The Life of Trust, Muller.

AMER. LIBRARY SERVICE, 500 FIFTH AVE., N. Y.
 Napoleana, 1st eds. of standard works on, or by,
 memoirs, biographies; also contemporary
 French pamphlets, books, etc., by or on up to
 1821.
 Barnum, all books by or on.

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National Geog., Feb. 1904, May 1904, and all
 numbers prior to 1906.

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 Leslie, Frank. Popular Monthly, 1880 to 1883.
 incl.

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 The Magic Story.
 Bertram Cope's Year, Henry B. Fuller.

A. S. ARNOLD, METUCHEN, N. J.
 Books on Ancient Egypt, Hieroglyphs, Arts, etc.

ASSOCIATED STUDENTS STORE, UNIV. OF CAL.,
 BERKELEY, CAL.

Wenckebach. Deutsche Sprachlehre, Holt.

J. BAER & CO., FRANKFURT, A.M., HOCHSTRASSE 6.
 Adams. Study in the Commerce of Latium. 1921.
 America at War. 1918.
 American Journal of Psychology, ed. Hall, vol.
 1 to 24.
 Archives of Neurology & Psychiatry, vol. 1, May.
 Codex Peresianus redrawn and restored by Gates.
 1909.

Frank, T. Economic history of Rome. 1920.
 Genetics. Princeton. 1916 to 1925, incl.
 Harvard Law Review. Years 30 to 35.
 Journal of Heredity, vol. 1 to 15.
 Oertel. Lectures on the Study of Language. 1901.
 Summary of Events of Jewish Interest, vol. 1 to 3.
 Dexter. Congregationalism of the Last 300 Years.
 1880.

BOOKS WANTED—Continued

J. BAER—Continued

Journal of Philosophy, Psychology & Scient. Method, vol. 1 to 13, 15, 16.
American Journal of Semitic Language, vol. 1 to 14 and 21 to 44.

WILLIAM M. BAINS, 1713 CHESTNUT ST., PHILA.
In the Heart of Gaspe. Clarke. Macmillan.

BALL & BROWN, 30 BROAD ST., NEW YORK
Virginians, vol. 1. Everyman. Lea.
All Titles. Merriman. Anniversary ed.

WM. BALLANTYNE & SONS, 1409 F ST., N. W.,
WASHINGTON, D. C.
Humphrey. Gems of India.

BAPTIST BK. CONCERN, 656 FOURTH AVE.,
LOUISVILLE, KY.
Set, 2 vols., The Gospel According to St. John.
Westcott, 1908 ed.

BENDER'S BK. STORE, 84 FOURTH AVE., N. Y.
Herr. Genealogy.

C. P. BENSINGER CABLE CODE BOOK CO.,
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Peterson Banking: Samper's Code.
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Any American-Foreign Language Code.

A. F. BIRD, 22, BEDFORD ST., LONDON, W.C.2
Mitchell. Business Cycles.
Strophes Omar Khayyam. Trans. J. L. Garner,
Phil., 1897.
Strophes Omar Khayyam. Introd. Talcott Wil-
liams.
Omar Khayyam. E. F. Hassler.
Bibliography Omar Khayyam. Williard Austin.
Cornell University, 1894.
Omar Khayyam and Salaman & Absal of Jarni.
T. Y. Crowell.
Omar Khayyam. Miniature ed., printed Cleve-
land for C. H. Meigs.

THE BOOK NOOK, 4650 WOODWARD AVE.,
DETROIT, MICH.
Mencken & Nathan. Heliogabolus.
Kremborg. Mushrooms.
DeKruif. Our Medicine Men.
Sandburg. Lincoln, 1st trade ed.
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Prayers for Today, McComb.
Her Husband's Purse, Martin.

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Wives and Daughters. E. C. Gaskell.
Country House Building. A. Benjamin.
Lusiad, Camoens, Michle translation.
Dr. Danny. Ruth Sawyer.
Encyclopedia Britannica, 3 supplementary vols.,
1922.

THE BK. SHOP, 4 MARKET SQ., PROVIDENCE
Life and Letters of Walter Page, 1st ed.

BK. SHOP, PROVIDENCE—Continued

Wm. Morris. Glittering Plain, original type.
Life's Golden Lamp, New York Observer, R. M.
Offord.

Turgot. Reflection on the Form of Riches.
Mun. England's Treasury by Foreign Trade.
Augustin Cournot. Principles of Theory of
Wealth.

Richard Jones. Pesant Rents.
Gustave Schmoller. Mercantile System, ed. Ash-
ley.

Green Days & Blue Days, Patrick R. Chalmers, 2.
Peck O'Maut, Patrick R. Chalmers, 2.

THE BOOKERY, 1647 WELTON ST., DENVER, COLO.
Chaplain's Dictionary of Paintings and Painters
or Engravers and Painters, 4 vols.
Old North Trail, by McClintock.

C. L. BOWMAN & Co., 118 E. 25TH ST., N. Y.
Reata. What's In a Name, Gerard.
Dictionary of Altitudes, Garnett.
The Witch Doctors, Beadle.
Real South America. Domville-Fife.

MERCY BOYD'S BKSHOP, 80 LINDEN ST.,
WATERBURY, CONN.

In and Out of Three Normandy Inns, Dodd, Little.
Dolly Dialogues, A. Hope, Holt.
A Translated Nursery, Kean, Century, 1904.

BRENTANO'S, 218 S. WABASH AVE., CHICAGO

That Unknown Country, Fowler.
Genealogy Sessions Family, Albany.
Wm. Ward Genealogy, Artemus Ward.
Duke. Shepherd Genealogy, Lancaster, 1900.
Brown's Anthology Poems, McClurg.
Cost of a Promise, Reynolds, Doran.
Thirty Years on Plains, Drannan.
Yellow Soap, Taylor.
Down Historic Waterways, Thwaites.
Life & Letters of Page, vol. 1 & 2, limited ed.
Newport in the 80's, Harriman.
Household Angel in Disguise.
The Rejected Wife.
The Assault on Mt. Everest, Bruce.
Technical Mycology, vol. 1, La Far.
Golden Days Magazine, 1896-1897.
Book of Gardening, Hunn & Bailey, 2.
Tolstoi. Life is Worth Living, pub. Webster;
Christianity, pub. Open Court; Slave of Our
Times, pub. Walker; Church & State, pub.
Tucker; Pathway of Life, pub. Inter. Book
Co., Cycle of Reading, pub. Inter. Library.
Pocket Book Poems & Songs, ed. Thomas.
Life J. J. Ingalls, Conley.
Barnard Foliage. Water Color Painting.
Essay Golf. Arch., Colt & Allison.
Golf Greens & Keeping, Hutchinson.

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Frank Forester. Warwick Woodlands, early ed.;
Gourndon Hounds, early ed.

BRICK ROW BK. SHOP, 104 HIGH ST., NEW
HAVEN, CONN.

The Book of the Sextant, A. J. Hughes, Glasgow,
J. Brown and Son, 1915.
Purchase, His Pilgrimages, London, 1615.
Annam, C. Quadrans Astronomicus Novus De-
scriptus, etc., Augustae Vindelicionum, 1770.
Le Traite du Quadrant, etc., Anglès Robert, Paris,
Imp. Nat., 1897.
Smith, C. The Use and Excellency of a New
Instrument, etc., London, C. Smith, 1740.

BOOKS WANTED—Continued

BRICK ROW, NEW HAVEN—Continued

Life of General Leonard Wood, J. Holme, Doubleday.
Contemporary Portraits, Frank Harris, Kennerley.
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The Sinner, Fogazzaro.
Domestic Commercial Atlas, 1924 ed., pub. Rand, McNally & Co.
Life of St. Vincent de Paul, E. K. Sanders.
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Thirteen Years at Russian Court; Tragic Destiny of the Tzar Nicholas, Pierre Gilliard.

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Moore. The New Haven Mathematical Colloquium, Yale Univ. Press, 1906.
Michaelis. A Century of Archaeological Discoveries.

Malone. Life of Shakespeare, 1821.
Modern Philosophy, vols. 1 to 12.
Mason. Life of Jas. A. Garfield.
Male. Religious Art of 13th Century in France.
Maeder. The Dream Problem.
Martin. History of Franklin County, Ohio.
Man. Pompeii, Its Life and Art.
Magazine of Western History, vol. 9.
Newell. The Legend of the Holy Grail, 1902.
Norton. History of Knox County, Ohio.
Pearce. Philosophical Meditations.
Pier. Temple Treasures of Japan.
Patrick. Sappho and the Island of Lesbos.
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vols. 1-4; History of the United States, vol.
5.

Hart, A. B. American History Told by Contempo-
raries, vols. 1-4, inc.

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Down Our Way, Lilla Hall Smith.
North Carolina's Roster of the Revolution.

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Rossetti. Poems. Little, Brown.
Browne, J. Ross. Adventure in the Apache
Country; a tour through Arizona and Sonora,
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BROADWAY, NEW YORK
Ariosto. Orlando Furioso, English translation.
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R. DAVIS, 83 4TH AVE., NEW YORK
Grove. Dictionary of Music and Musicians, vol.
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SOLOMON M. DELEVIE, 103 PARK AVE., N. Y.
American Churches, vol. 1 or 2.

DENHOLM & MCKAY CO., WORCESTER, MASS.
Stories of Invention, Doubleday.

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Yoakum or Wooten History of Texas, odd vols.
Wilbarger's Indian Depredations.
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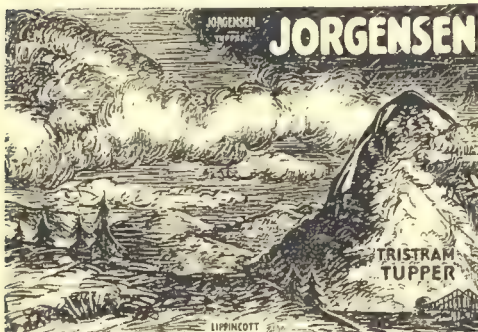
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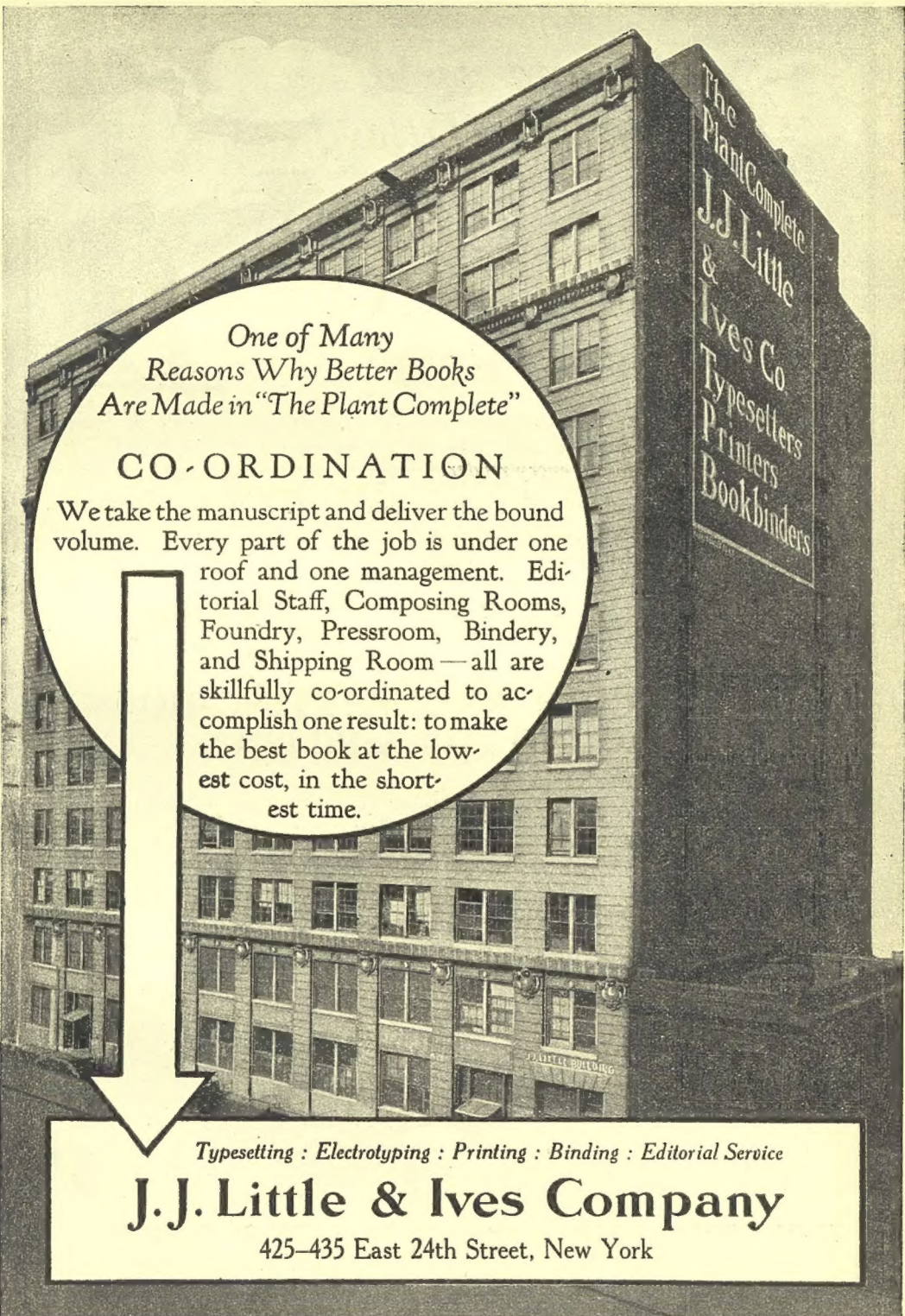
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